



# NEWS RELEASE

## Defense Commissary Agency

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## Commissaries win honors in meat merchandising

*By Cherie Huntington,  
DeCA public affairs specialist*

**FORT LEE, Va.** – Thirteen commissaries won honors for their meat merchandising mettle in the Defense Commissary Agency’s first-ever Meat Merchandising Contest.

“Savvy shoppers know that commissary meat cases carry top value savings throughout the store,” said Philip E. Sakowitz Jr., DeCA director and chief executive officer. “Great merchandising helps customers remember that fact when it’s time to spend their hard-earned dollars on groceries.”

Highlighting a theme of “Meat Your Healthy Choices,” winning stores are listed below by region. Included are “site stores,” or commissaries that are provided fresh meat cuts processed and wrapped at a larger, “parent” commissary.

### DeCA East

Superstore: Naval Air Station Jacksonville, Fla.  
Large: Fort Eustis, Va.  
Small: Naval Support Facility Dahlgren, Va.  
Site Store: Fort McCoy, Wis.

### DeCA West, U.S. Stores

Superstore: Lackland Air Force Base, Texas  
Large: McClellan, Calif.  
Small: Vance Air Force Base, Okla.  
Site Store: Naval Air Facility El Centro, Calif.

### **DeCA West, Overseas Stores**

Large: Yokota Air Base, Japan  
Small: Naval Air Facility Atsugi, Japan  
Site Store: Camp Stanley, South Korea

### **DeCA Europe**

Large: U.S. Army Garrison, Heidelberg, Germany  
Small: U.S. Army Garrison, Bamberg, Germany

### **DeCA Overall First Place U.S. Stores**

Superstore: Lackland Air Force Base, Texas  
Large: Fort Eustis, Va.  
Small: Naval Support Facility Dahlgren, Va.  
Site Store: Fort McCoy, Wis.

### **DeCA Overall First Place Overseas Stores**

Large: Yokota Air Base, Japan  
Small: Naval Air Facility Atsugi, Japan  
Site Store: Camp Stanley, South Korea

A panel of judges evaluated commissaries in four areas:

- Display and merchandising
- Consumer education and outreach
- Store metrics
- Entry presentation

In what is planned to be an annual competition, stores chose a minimum two-week period for judging between June 1 and Sept. 30, 2008. Every commissary worldwide participated.

“This new event provides a competitive platform for meat departments to express their creativity in merchandising, generating customer excitement, increasing sales and promoting health education through targeted fresh meat products,” said Randy Chandler, DeCA’s sales director. “Informing customers about healthy choices in the meat department helps highlight our role as nutritional leader for the Department of Defense. Superior selection, quality and prices spanning all budgets make DeCA’s fresh meat just one more reason the commissary is worth the trip.”

Commissary shoppers save an average of more than 30 percent on their overall grocery bills compared to commercial prices. In addition, many commissaries offer fresh meat products at case lot sales or special events, which can deliver savings of 50 percent or more.

**- DeCA-**

**About DeCA:** *The Defense Commissary Agency operates a worldwide chain of commissaries providing groceries to military personnel, retirees and their families in a safe and secure shopping environment. Authorized patrons purchase items at cost plus a 5-percent surcharge, which covers the costs of building new commissaries and modernizing existing ones. Shoppers save an average of more than 30 percent on their purchases compared to commercial prices – savings worth about \$3,400 annually for a family of four. A core military family support element, and a valued part of military pay and benefits, commissaries contribute to family readiness, enhance the quality of life for America’s military and their families, and help recruit and retain the best and brightest men and women to serve their country.*