



# NEWS RELEASE

## Defense Commissary Agency

Office of Communication

1300 E Avenue □ Fort Lee, VA 23801-1800

Tel: (804) 734-8000, Ext. 4-8524 DSN: 687-8000, Ext. 4-8524

FAX: (804) 734-8248 DSN: 687-8248

[www.commissaries.com](http://www.commissaries.com)

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**Contact:** Kevin Robinson, public affairs specialist  
**Tel.:** (804) 734-8000, Ext. 4-8773  
**E-mail:** [kevin.robinson@deca.mil](mailto:kevin.robinson@deca.mil)

**NOTE:** To download a 20 X 30-inch pdf version of the Super Bowl poster, go to [http://www.commissaries.com/press\\_room/campaigns.cfm](http://www.commissaries.com/press_room/campaigns.cfm) and access the “View Campaign Images” link under Super Bowl.

## ‘Game On!’ alerts commissary patrons to savings blitz

*By Kevin L. Robinson,  
DeCA public affairs specialist*

**FORT LEE, Va.** – As football fans prepare for their big game viewing events, the Defense Commissary Agency is launching a promotion blitz for authorized customers who want to grab all their snacks and party food at savings approaching 50-60 percent.

Under a campaign titled “Game On!” DeCA is reminding its customers that the commissary should be their first stop as they prepare to watch the National Football League’s conference championships on Jan. 24, the Pro Bowl on Jan. 31 and Super Bowl XLIV on Feb. 7.

“We are kicking off 2010 with the best selection of snacks and beverages at promotional prices that go beyond our normal savings of 30 percent or more,” said DeCA Director and CEO Philip E. Sakowitz Jr. “The football action on television is expected to be hot, but that’s nothing compared to the sizzling savings our commissaries have for our customers.”

Through Feb. 10, commissaries will showcase posters, banners and displays pointing customers toward extra savings on items such as snacks, chips, beverages, chicken wings, chicken breasts, chili, turkey bacon, shrimp, ham and turkey sub kits, franks, cooked ham, pizza, pizza rolls, and paper towels, said agency promotions manager Charlie Dowlen.

“Customers can already save an average of 30 percent or more when shopping in commissaries vs. commercial grocery stores,” Dowlen said. “But during promotional periods,

savings can approach 50-60 percent for certain discounted items. There's no doubt about it; shopping for your Big Game items in the commissary will net you substantial savings."

Dowlen said the commissary agency's product buyers have done their homework to find products that military customers want for the big games. Topping the list are items that require little or no preparation along with a wider variety of healthier snacks for customers who are showing an increased interest in watching their weight as well as the action on the gridiron.

Traditionally, the days leading up to the Super Bowl have been prime time for commissary customers stocking up for their viewing parties. Now, with the NFL Pro Bowl moved to the week before football's biggest game, DeCA is ensuring that its stores' shelves are ready for even more patrons to get their "Game On!" fare.

"It's a big time of year for our customers to stock up for the big games, be it the playoffs, the Pro Bowl and the Super Bowl," Sakowitz said. "In fact, the Saturday before last year's Super Bowl was our best single shopping day ever. Our stores know how to prepare for our customers' big game food needs."

**- 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 \$3,300 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.*