



NEWS RELEASE

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Release Number: 52-11
Date: May 25, 2011
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Merchandising awards highlight commissary displays

By DeCA Office of Communication

NORFOLK, Va. – They’ve got *the* look. Whether it’s produce, meat, groceries or deli-bakery, commissaries use creative merchandising to focus customers’ attention on store promotional products. Store employees and their industry partners were recognized for their talents May 24 during the Defense Commissary Agency’s Annual Merchandising and COMMEX Awards.

The store directors of the winning commissaries accepted the awards during the agency’s 2011 Conference and Training Event in Norfolk, Va. The awards highlight DeCA’s best creative merchandising based on originality, creativity and compliance of promotional displays for fiscal 2010.

“When a promotional display catches a customer’s eye in our commissary, it’s the result of a lot of teamwork, creativity and expertise between our employees and our industry partners,” said DeCA Director and CEO Joseph H. Jeu. “The excitement generated by creative merchandising is another opportunity we have to deliver an effective and efficient benefit to our customers.”

Each year, the Best Merchandising Awards recognize the commissaries’ best displays. Winning displays are based on excellence in implementing the sales directorate’s promotional program packages along with demonstrated creativity and excitement in merchandising commissary products, and encouraging the participation of regional and local companies in promotional programs.

Winners by category, store size and location are:

Grocery Merchandising

- Best Superstore (in the United States) – Fort Bliss Commissary, Texas.
- Best Large Store (in the United States) – Fort Worth Commissary, Texas.
- Best Large Store (overseas) – Anchorage Area Commissary, Alaska.
- Best Small Store – (in the United States) Naval Air Station Key West Commissary, Fla.
- Best Small Store (overseas) – Bitburg Air Base Commissary, Germany
- Best Region – DeCA West
- Best Zone – Zone 37 (Mediterranean Zone, DeCA Europe)

Meat Merchandising

- Best Superstore (in the United States) – Pearl Harbor Commissary, Joint Base Pearl Harbor-Hickam, Hawaii
- Best Large Store (in the United States) – Tinker Air Force Base Commissary, Okla.
- Best Large Store (overseas) – Naval Fleet Activity Yokosuka Commissary, Japan
- Best Small Store (in the United States) – Naval Base Kitsap-Bremerton Commissary, Wash.
- Best Small Store (overseas) – Taegu Air Base Commissary, South Korea
- Best Supported Store (in the United States) – Fort McCoy Commissary, Wis. (supported by Naval Station Great Lakes Commissary, Ill.)
- Best Supported Store (overseas) – Camp Red Cloud Commissary, South Korea (supported by U.S. Army Garrison Yongsan Commissary, South Korea)

The theme for this year's Meat Merchandising awards was "Home Cooked Savings." The Meat Merchandising Awards are judged on display and merchandising of product, consumer education programs, product demonstrations, patron outreach, health and wellness events, cooking schools, performance metrics and entry presentation.

Produce Merchandising

- Best Superstore (in the United States) – Marine Corps Base Camp Pendleton Commissary, Calif.
- Best Large Store (in the United States) – Offutt Air Force Base Commissary, Neb.

- Best Large Store (overseas) – Ramstein Air Base Commissary, Germany
- Best Small Store (in the United States) – Beale Air Force Base Commissary, Calif.
- Best Small Store (overseas) – Livorno (Camp Darby) Commissary, Italy

The theme for this year’s produce merchandising awards was “FF&V = FRESH product, FIT Lifestyles, and VALUE for Our Customers.” Winning stores excelled in quality and team performance in areas such as creative displays, consumer education events, in-store excitement, outreach programs, performance metrics and entry presentation.

Deli-Bakery

- Best store overseas, Europe – (small) U.S. Army Garrison Bamberg Commissary, Germany; and (large) U.S. Army Garrison Heidelberg Commissary, Germany
- Best store overseas, Far East – Osan Air Base Commissary, South Korea; company, Coastal Pacific
- DeCA East – Naval Air Station Jacksonville Commissary, Fla.; company, NEMS
- DeCA East – Fort Lee Commissary, Va.; company, MDDBS
- DeCA East – Scott Air Force Base Commissary, Ill.; company, Nayyarson’s
- DeCA East – U.S. Military Academy at West Point Commissary, N.Y.; company, Favata
- DeCA West – Davis Monthan Air Force Base Commissary, Ariz.; company, MDDBS
- DeCA West – Offutt Air Force Base Commissary, Neb.; company, Nayyarson’s

The theme for the agency’s first deli merchandising contest was “Foods of the World,” and it was tied into the promotional events of display periods 1 and 2, “New Year’s Spectacular Sale” and “Football Fever Sale.” Participants in this category were judged on creativity of displays, demos, customer involvement and training that address customer health awareness and the types of cheeses and meats best served together.

The outstanding visual displays created by commissary employees and industry partners enable DeCA’s patrons to become increasingly aware of the promotional discounts available to them in the commissaries’ produce, meat, groceries and deli-bakery departments, said Chris Burns, DeCA’s sales director.

“It’s all about creating excitement,” Burns said. “That fuels activity throughout the store for our customers to get the most from their commissary benefit.”

The merchandising ceremony concluded with the presentation of the COMDEX Awards, also referred to as the Commissary-Exchange Report Awards. These awards, added to DeCA’s

awards mix in 2003, recognize the stateside commissaries having the best promotional compliance, said Gary Duell, COMMEX vice president.

COMMEX, based in Dallas, collects data on the promotional items displayed at nearly 100 commissaries in the continental United States for compliance with display segments that include power buys, primary displays and manager's specials. "I think our participation with DeCA has helped to improve display compliance, which has definitely added to increased patron savings," Duell said.

COMMEX Awards

- Best Store Compliance in DeCA East – Fort Leonard Wood Commissary, Mo.
- Best Store Compliance in DeCA West – Fort Hood II Commissary, Texas
- Best Zone Compliance (DeCA East) – Zone 28
- Best Zone Compliance (DeCA West) – Zone 6
- Best Region Compliance Award – DeCA West

-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 amounting to thousands of dollars annually. For current savings figures for various groups – single member up to a family of seven – visit <http://www.commissaries.com>. 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.*