



NEWS RELEASE

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Your commissary offers a September of savings

By Sallie Cauthers,

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FORT LEE, Va. – As the end of summer approaches, case lot sales, benefit awareness events and promotional events are getting under way in commissaries worldwide.

“September is one of the busiest periods of the year for commissaries, and that’s good news for our customers,” said DeCA Sales Director Chris Burns. “Our industry partners help us offer extra savings on items our patrons need for back to school meals, emergency supply kits and more.”

The industry-supported promotions will be available at most stateside commissaries. Commissary customers should look for store displays for more details. Overseas stores may have substitute events for certain promotional programs. Here are some September promotions:

- **September Worldwide Case lot** event offers club pack specials, “mix ‘n match” opportunities, and in some locations, great savings on chilled and frozen products and fresh produce. Check with your local commissary manager or the DeCA website, http://www.commissaries.com/case_lot_sale.cfm, for specific details about your local case lot sale event.
- **2011 Commissary Commando Competition** moves from May to September, this year. The competition partners single service member programs with commissaries to introduce young, new, single or unaccompanied soldiers, sailors, airmen, Marines and Coast Guardsmen to the savings associated with commissary shopping.

- **10th annual “Make It Count!”** breakfast promotion will feature 14 major Quaker- and Tropicana-brand items at savings of more than 40 percent. The promotion includes chances for customers to win a fitness set. It also includes a “Make It Count” guide with a coupon for “Buy 5 - Save \$2” on fresh fruit, and suggestions for managing your weight and improving nutrition.
- Acosta Military Sales and participating brands will be donating a percentage of its sales to “The Women in Military Service to America Memorial” located near the entrance to Arlington National Cemetery. The promotion is held in conjunction with DeCA’s “Family Appreciation Days and “The Great Octoberific Celebration.” Acosta will distribute 400,000 full-color coupon flyers containing high-value coupons to commissaries worldwide. The women’s memorial includes an educational center; a world-class archive of documents, artifacts and memorabilia related to women’s military service; a worldwide education program for children and adults; a speakers bureau; and a variety of seminars, programs and activities on site.
- **“15th Annual Italian & American Festival of Savings”** is being sponsored by Unilever. Coupons and in-store displays will promote special pricing on select Unilever brands.
- Commissary customers have until Sept. 21 to enter Unilever’s **“Salute To Clean”** promotion for a chance to win DeCA gift cards. Coupons and in-store displays will promote special pricing on all Unilever personal wash brands. Unilever will award \$25,000 in DeCA gift cards to 2,000 winning DeCA patrons. Patrons can also enter the contest by visiting Unilever’s military website, <http://www.OperationInTouch.com>.
- **Oktoberfest** promotions, from Sept. 22 to Oct. 19, will offer a full line of German products – chocolates, cookies, sauerkraut, mustard, red cabbage, pickles, noodles, coffee and more – at discounted prices.

The savings opportunities customers have through their commissary benefit makes the installation worth the trip, Burns said. “All of these promotions make our commissaries well worth the trip with such broad product offerings and low prices.”

-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.