



NEWS RELEASE

Defense Commissary Agency

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‘Tis the season to visit your commissary for savings

By Sallie Cauthers,

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FORT LEE, Va. – Holiday savings on top of everyday low prices are plentiful in December for commissary customers, said the Defense Commissary Agency’s sales director.

“Any time of the year our customers know to make their commissary their first shopping stop if they want to enjoy the savings they’ve earned,” said Chris Burns, sales director. “And, during the holidays, they will see shelves stocked with discounted groceries and other household products to make this time of year even merrier.”

Throughout December, DeCA’s industry partners will host many in-store promotions and provide extra savings focused on the holiday season. Overseas stores may have substitute events for certain promotional programs. Customers are asked to check their local commissary for the following super sales events:

- **Coupon for free Coca-Cola product.** Commissary and military exchange customers can download an Internet coupon for a free 20-ounce Coca Cola product redeemable *only* on Dec. 16 and 17 at a commissary or military exchange. This promotion celebrates the 125th and 70th-year anniversaries of the Coca-Cola Company and USO, respectively, as well as these organizations’ historic relationship with the U.S. military. To access the coupon go to <http://www.uso.org/coca-cola/>.
- **Holiday recipe contest.** Through midnight Dec. 31, DeCA and the Army and Air Force Exchange Service, also known as the Exchange, are offering shoppers opportunities to win shopping sprees just by entering their favorite holiday recipes. To enter, go to

<http://www.shopmyexchange.com/Community/patriotfamily/contests.htm> for contest details and a link to an email address to send recipes. There are three categories: main dish, side dish or dessert. Participants must submit a description of the recipe, 50 words or less, or the origin of the recipe. Recipes must include specific ingredient measurements and preparation directions. Limit two entries per immediate family. There will be four winners for each category – 12 chances to win. First-place winners in each category receive a \$500 Exchange gift card and a \$500 commissary gift card donated by DeCA's industry partners.

- **Holiday Helping recipe book.** ConAgra will offer a Holiday Helping recipe book with \$10 in coupon savings on brands such as Orville-Redenbacher Popping Corn, Poppycock, Swiss Miss Cocoa, Wesson Oil and Reddi-Whip, just to name a few. Customers can find additional commissary coupons at <http://www.conagracommissarydeals.com>.
- **“Dear Santa.”** J.M. Smucker Company will offer its 2nd annual “Dear Santa” promotion featuring savings on in-store product displays and a contest to win commissary gift cards. Some of the products on sale include Folgers Classic Roast Coffee, Pillsbury Coffee Cakes, Pillsbury Cake Mix & Frosting, and Hungry Jack Pancakes & Syrup. These companies will also donate \$5,000 in coffee to the troops deployed overseas.
- **“Believe in Heroes.”** Acosta continues this event in support of the Wounded Warriors Project, offering flyers with high-value coupons. The Wounded Warrior Project raises awareness and enlists public aid to help severely injured service members. For more information, go to <http://www.woundedwarriorproject.org> and <http://www.believeinheroes.org>.
- **“Huddle to Fight Hunger.”** Commissary shoppers will see in-store displays, flyers, recipe books and tear pads, special pricing and coupons on Kraft products related to the company's “Huddle to Fight Hunger” campaign to help provide 25 million meals to families across America. For more details, go to <http://www.Facebook.com/KraftFightHunger>.

“Our commissary staff and industry partners wish all our customers a very happy, safe holiday season!” Burns said. “We hope you enjoy your time with your families, and remember commissaries can also help you save on New Year's Eve party goodies.”

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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.