



NEWS RELEASE

Defense Commissary Agency

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Valentine specials offer sweet deals

By Sallie Cauthers,

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FORT LEE, Va. – Candy treats for Valentine’s Day scratch the surface of the variety of items available at significant savings in February for commissary customers, said the Defense Commissary Agency’s director of sales.

“Your commissary offers a bounty of sweet delights at great savings,” said Chris Burns, director of sales. “Commissaries also carry health and beauty products, which shouldn’t be overlooked by the men and women who want to look and feel their best for their Valentine’s date.”

Throughout February, DeCA’s industry partners – vendors, suppliers and brokers – will host many in-store promotions and provide extra savings focused around Valentine’s Day. Overseas stores may have substitute events for certain promotional programs. Customers are asked to check their local commissary for the following super sales events:

- **Valentine’s candy and special bakery items.** Customers will find lots of candy displays throughout the store. Also, Valentine’s heart designs adorn sweet treats in the bakery, as well as a variety of special-order cakes and cookies.
- **Heart Healthy Month.** During February, Quaker Oats will promote its “Build a Heart Healthy Pantry” sales event, where shoppers can earn a heart rate/pedometer to encourage them to fight heart disease by staying active.

- **Soup sale.** Customers will see displays of Progresso’s stand-up soup cans in the stores promoting greatly reduced pricing. ConAgra will also offer discounts on their Healthy Choice soups. These promotions, celebrating National Canned Food Month, also include recipe books with \$10 in coupons on various canned products.
- **New-product sampling.** Kraft Foods will set up food demonstrations and allow customers to sample a number of great new items including snacks, cheeses, Oscar Mayer products and beverages. Meal solution recipe cards and “Try Me” coupons will also be available.
- **Year of the Dragon.** La Choy Chinese food products and CTC Foods Company will offer savings on its Oriental food items along with recipes for preparing Chinese food dinners at home.

“There is always something new for our customers at their commissary,” Burns said. “We do our best to offer our military shoppers the very best savings and product offerings worldwide which is why we say, ‘Your commissary, it’s worth the trip!’ ”

-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.*

Stay Connected to your Commissary Benefit

COMMISSARIES.COM: Visit www.commissaries.com to learn more about the Defense Commissary Agency: check out the latest news, find a store near you, see what's on sale, create a shopping list, learn of food and product recalls, scan employment opportunities, read frequently asked questions, submit a customer comment form online through DeCA's Your Action Line and more.

COMMISSARY CONNECTION: Stay connected with the latest news about your most valued benefit, Hot Links to additional savings, shopping sprees, contests, commissary promotions, events and more, go to www.commissaries.com/subscribe.cfm and subscribe to the Commissary Connection newsletter.

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