

PSM

July 26, 2005

NOTICE TO THE TRADE – DeCA NOTICE 05-129

SUBJECT: Promotional Calendar – 2006

The purpose of this Notice to the Trade is to provide industry with the promotional calendar for 2006.

In addition to display dates, the attached calendar provides pricing requirements for both “O” items as well as regularly carried items. We respectfully request that our industry partners focus additional efforts on promotional pricing to meet these time requirements. We advanced the deadline for submitting pricing for “K” items by one roll-up period in conjunction with the 2005 promotional calendar. The intent was to minimize pricing restages. Despite this, industry has yet to embrace this change. It is critical that industry adheres to this newly implemented pricing schedule. This will not only ensure that items are priced correctly during their promotional timeframe but will also reduce item deletes which only negatively impact DeCA, Industry, and ultimately our commissary patrons.

To meet the OCONUS order ship time requirements, we have specified separate time requirements for “O” coded items (columns h and i). This will enable us to more quickly allocate items to our OCONUS commissaries. VPR dates for the promotional items and shipper/pallet contents will remain consistent with the 30- or 45-day VPR pricing periods required by the display dates (column f). Prior to publication, sales representatives will be notified that their items have been tentatively selected for promotion. Industry will be required to EDI a price for all “O” coded items within 48 hours of notification for the next pricing period.

My points of contact are Delbert L. Myrick, Deputy Director of Sales, at (804) 734-8240 and Mary Michael, Promotions Manager, at (804) 734-8228.

/s/

Scott E. Simpson
Chief Operating Officer

Attachment:
As stated