

PSM

January 11, 2007

NOTICE TO THE TRADE – DeCA NOTICE 07-30

SUBJECT: Frozen Food, Chill Deli Meat, and Dairy Club Pack Program

Effective May 1, the current procedures used for the selection and publication of all frozen food, chill deli meat, and dairy club pack items will change. Presentations will be made to the appropriate buyer/category manager. Items will be selected and rotated on a quarterly basis using high indexing categories and seasonality as key determining factors for the selection of items. Timeframes for submittal of presentations, publication, and display periods are listed below:

Presentation	Published	Display Periods
2nd Week Feb 2007	1st Week Mar 2007	May 1 – Jul 30, 2007
2nd Week May 2007	1st Week Jun 2007	Aug 1 – Oct 31, 2007
2nd Week Aug 2007	1st Week Sep 2007	Nov 1 – Dec 31, 2007
2nd Week Oct 2007	1st Week Nov 2007	Jan 1 – Mar 31, 2008

The 3rd display period listed above is for a 2 month period. This will allow us to start the year 2008 on a normal quarterly rotation.

All CONUS stores will participate in the program based on appropriate coding given to the item. For example, a class 1 item will be displayed by all stores; a class 3 item will be displayed by those stores that are class 3 or larger. Overseas stores are encouraged to participate to the maximum extent possible, realizing order ship times and start dates may vary from those published. Prices for stores in Alaska and Hawaii may be higher due to transportation costs.

The preferred mode of display is to use existing or supplied roll-around coolers. If these coolers are not available, end-cap display space can be utilized. In addition to these displays, the selected items will be placed appropriately on the plan-o-gram during the display period. This should help reduce the number of out-of-stocks on popular, everyday items carried in the category.

Data will be provided to highlight item success from the previous year, as well as to assist you in determining order quantities. Industry will coordinate orders with all stores and central distribution centers. In some cases, there may have been a change to the attached item selections such as case pack.

The points of contact on issues relating to the distribution of this sales package are Ms. Donita Higgins, Promotions Assistant, (804) 734-8310 or DSN 687-8310; and Ms. Kelly Schoot, Promotions Assistant, (804) 734-8308 or DSN 687-8308. The point of contact on issues relating to the content of the perishable club pack program is Mr. Mark Arland, Category Manager, at (804) 734-8226 or DSN 687-8226.

/s/

Scott E. Simpson
Chief Operating Officer