

November 2, 2010

PSMP

NOTICE TO THE TRADE – DeCA NOTICE 11- 07

SUBJECT: “Welcome Home” Celebrations

The purpose of this Notice to the Trade is to advise Industry of large “Welcome Home” Celebrations that will be occurring over the next several months as our troops return home at various bases around the country.

Commissary store directors and their staffs will play an integral role in organizing and executing these events in conjunction with base officials. Your help in making these special events a wonderful experience for all attendees will be greatly appreciated.

Please treat these events like a commissary grand opening or major store renovation. We would like to have a carnival atmosphere in the commissaries with extra special displays, great item pricing, product demonstrations, and special point of sale material with a “Welcome Home” theme. Friendly contests, food giveaways and commissary gift certificates are all encouraged. Any activity that can create a smile and some fun in the commissaries will be appreciated.

The first major homecoming in the Eastern Region will be at Fort Bragg North and South commissaries on December 8 - 12. Please coordinate all planned activities with the Store Directors onsite and copy the MBU staff with information about your events. “Welcome Home” celebrations at other store locations will be announced as they become available.

This is a great time to show our military forces how much we care about them and their selfless sacrifice for our great country. Let’s show them what we can do to support them and their families through our commissaries.

Points of contact on issues relating to the contents of this Notice to the Trade are Charlie Dowlen, Promotions Manager, at 804-734-8000, extension 4-8385 or DSN 687- 8000, extension 4-8385; and Michelle Frost, Chief, Semi-Perishable Division, at 804-734-8000, extension 4-8696 or DSN 687-8000, extension 4-8696.

/s/

Christopher T. Burns  
Director of Sales