



NEWS RELEASE

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Belvoir makes history: the first hundred-million-dollar commissary

*By Rick Brink
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FORT LEE, Va. – The Defense Commissary Agency’s top-selling commissary at Fort Belvoir became the first commissary in history to top \$100 million in annual sales last year and its record-breaking momentum is continuing this year.

“The sales records just kept falling in November, and we’re prepared to break more sales records this year thanks to a lot of hard work from our employees and industry partners, and the continuing great response from our customers who consistently find our store is more than worth the trip,” said Troy Collins, store director.

Last fiscal year, the commissary posted \$102 million, setting an all-time high for commissary annual sales. In the course of that year, new monthly and daily sales records were set. Just a couple months into fiscal 2009, more sales records have been set, a harbinger of more to come, according to Collins.

“In addition to a new daily sales record, we also surpassed our old monthly sales record by 1.66 percent going from \$9.2 million to \$9.3 million. Our new monthly sales goal is \$9.5 million,” Collins said.

This year Collins and his team seek to surpass the \$105-million mark in annual sales. He’s looking for the Saturday before the Super Bowl to reach his new daily sales goal of \$550,000. The team is still out to break a sales goal that evaded them last year – \$1 million in produce sales for a month – and Collins thinks they may be able to surpass that a couple of times

this year.

“I’m always preaching sales and our store team feeds off the excitement of breaking sales records. As exciting as sales are to us, it’s really gratifying to know that our sales directly impact the military quality of life because of the tremendous amount of money our customers save by shopping their commissary,” Collins said.

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Photo caption: Troy Collins, store director at the Fort Belvoir Commissary, stands in front of his store. The Belvoir store made history as the first hundred-million-dollar commissary. (DeCA photo by Rick Brink)

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 worth about \$3,400 annually for a family of four. 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.*