



# NEWS RELEASE

## Defense Commissary Agency

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## May case lot sale promises more bulk for less

*By Kevin L. Robinson,  
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**FORT LEE, Va.** – How do you improve on a good thing? Offer more of the same. That’s exactly what the Defense Commissary Agency is doing in May with its first worldwide case lot sale of 2009.

This year’s May case lot event is shaping up to be the biggest spring sale yet, offering about 100 more products than last year’s 260.

“Our customers love these worldwide sales,” said DeCA Director and CEO Philip E. Sakowitz Jr. “Where else are you going to see products in bulk, offering savings that approach 50 percent? During Commissary Awareness Month, nothing speaks to the heart of what we do better than these events.”

Last May, military customers around the globe came in droves to their commissary to buy bulk-sized products ranging from canned goods, beverages, toilet paper, paper towels, produce, fresh meat, seafood, frozen foods, health and beauty items, pet supplies, cleaning and laundry products and more. Some 50-60 percent of the items are sold in “club pack” product assortments similar to the oversized or multiple products sold at commercial warehouse club outlets.

To the new shopper, a case lot sale can be an experience to remember, said Charlie Dowlen, promotions manager for the DeCA sales directorate. “Imagine rows of products in cases lined across a commissary parking lot or packed inside a store warehouse,” he said. “Now, add the people who are all there to take advantage of tremendous savings, and it’s a sight to behold.”

Smaller commissaries, such as some overseas, may carry only one-third the volume of products offered at larger stores, but “our customers still benefit from the huge savings offered at these events,” Dowlen added.

Last May’s event posted a nearly 25 percent increase in sales over the May 2007 sale. DeCA held its first worldwide case lot sale in September 2001 and added a second event in May 2004, making it a pivotal part of Commissary Awareness Month.

Most commissaries hold case lot sales but schedule them on different weekends throughout May. To find out when your store is hosting a sale, check out the DeCA Web page at [http://www.commissaries.com/case\\_lot\\_sale.cfm](http://www.commissaries.com/case_lot_sale.cfm). Also, because individual commissaries have a measure of flexibility in the products offered at case lot events, it’s prudent for customers who live near multiple commissaries to use the DeCA Web site to frequent all sales in their area.

**- 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 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.*