



NEWS RELEASE

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DeCA honors its best in creative merchandising

DeCA corporate communications

FORT LEE, Va. – Nineteen stores took top honors as this year’s best in the Defense Commissary Agency’s 14th Annual Merchandising Contest. The contest takes place over five weeks and rewards commissaries for their originality and creativity.

Zone managers who oversee operations of the winning commissaries accepted the awards from Philip E. Sakowitz Jr., DeCA director and CEO, on May 20 during the agency’s 2009 Conference and Training Event in Richmond, Va.

Winners by category, store size and location are:

Grocery Merchandising

- Best Superstore (in the United States) – McChord Air Force Base, Wash.
- Best Large Store (in the United States) – Fort Eustis, Va.
- Best Large Store (overseas) – U.S. Army Garrison Heidelberg, Germany
- Best Small Store (in the United States) – Ellsworth Air Force Base, S.D.
- Best Small Store (overseas) – Cairo, Egypt
- Best Region – DeCA Europe
- Best Zone – Zone 35 (DeCA West)

Meat Merchandising

- Best Supported Store (in the United States) – Fort McCoy, Wis.
- Best Supported Store (overseas) – Camp Stanley, South Korea
- Best Large Store (in the United States) – Fort Eustis, Va.

- Best Large Store (overseas) – Yokota Air Base, Japan
- Best Small Store (in the United States) – Naval Surface Warfare Center Dahlgren, Va.
- Best Small Store (overseas) – Naval Air Facility Atsugi, Japan
- Best Superstore (in the United States) – Lackland Air Force Base, Texas

The Meat Merchandising awards are judged in display and merchandising of product, consumer education programs, demonstrations, patron outreach, health and wellness events, cooking schools, performance metrics and entry presentation.

Produce Merchandising

- Best Superstore (in the United States) – Lackland Air Force Base, Texas
- Best Large Store (in the United States) – Tinker Air Force Base, Okla.
- Best Large Store (overseas) – U.S. Army Garrison Yongsan, South Korea
- Best Small Store (in the United States) – Altus Air Force Base, Okla.
- Best Small Store (overseas) – U.S. Army Garrison Bamberg, Germany

The theme for this year’s Produce Merchandising awards was “Fresh Fruits and Veggies = Health and Fitness = Mission Ready.” Awards are judged in four categories: display and merchandising, consumer education and outreach, store performance metrics, and entry presentation.

The Best Merchandising awards are presented each year to those commissaries identified as building the best displays. To stand out, they must also excel in adhering to the sales directorate’s promotional program packages, exhibit creativity and enthusiasm in merchandising commissary products, and encourage the participation of regional and local companies in promotional programs.

“These awards showcase our stores’ excellence, imagination and hard work in bringing excitement to the sales floor,” Sakowitz said. “Our merchandising award recipients have raised product displays to an art form.”

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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.