



NEWS RELEASE

Defense Commissary Agency

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Release Number: 94-09
Date: October 6, 2009
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Commissaries save customers billions of dollars

*By Millie Slamin,
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FORT LEE, Va. – With savings at 31.7 percent, customers flocked to commissaries for groceries, bargains at case-lot sales and to remote areas for even more savings at Guard and Reserve on-site sales. These sales and other campaigns increased customer transactions at stores worldwide and by the end of fiscal 2009, the Defense Commissary Agency reported customer savings of \$2.77 billion.

“Our mission is to bring this valued nonpay benefit to the deserving men and women of our armed forces, military retirees and their families, and to maximize their savings” said DeCA Director and CEO Philip E. Sakowitz Jr. “We have done that and more this year, and for that I thank our loyal customers and everyone at DeCA.”

In just its second year, the Guard and Reserve on-site sales brought in \$9.1 million in sales and saved customers \$4.1 million. There were other campaigns and programs – not to mention coupon redemption – that also put customer savings over the top.

“We have passed along a tremendous savings to our customers that equates to an annual savings of about \$3,400 for a family of four,” Sakowitz explained. “I cannot tell you how comforting it is to know that in today’s struggling economy we are able to not only provide this benefit – we are able to help them save money as well.”

Authorized patrons purchase items at cost, plus a 5 percent surcharge at DeCA’s 255 commissaries throughout the United States and overseas. This surcharge goes back to the customer in the form of new commissaries, renovations to existing stores and new equipment.

During fiscal 2009, DeCA invested \$281.1 million of surcharge funds in those areas.

The agency's marketing campaigns, as well as its sales and informational programs, served to strengthen customers' commitment to take advantage of their benefit and shop at the commissary.

"This year was also a record-breaker for DeCA as we nearly reached \$6 billion in sales for fiscal 2009," said Sakowitz. "I have to say that we achieved this goal because we never lost sight of our commitment to our No. 1 priority – delivering a premier commissary benefit to America's military and their families.

"And from our achievement, we were able to pass along \$2.77 billion in savings to our customers, proving that shopping the commissary is truly 'worth the trip!'"

- 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.*