



NEWS RELEASE

Defense Commissary Agency

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Commissaries honor best in meat merchandising

*By Cherie Huntington,
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NOTE: To see photographs of some of the winners and participants from the Defense Commissary Agency's 2nd Annual Meat Merchandising Contest 2009, visit <http://www.flickr.com/photos/commissary/sets/72157624040828652/>

FORT LEE, Va. – No matter what entrée gets you salivating at supper time – a traditional favorite such as filet mignon or something a little more on “the wild side,” such as bison burgers – you can find it at unbeatable savings at your commissary.

That quality, variety and value took the spotlight for the Defense Commissary Agency's 2nd Annual Meat Merchandising Contest 2009.

“Merchandising talent helps remind customers that the meat department offers remarkable savings,” said Philip E. Sakowitz Jr., DeCA director and CEO. “Maybe that helps you afford steak at the family gathering, plenty of turkey meatballs for that pasta dinner, or whatever you like best. And, you’ll receive the same personalized attention whether you’re buying a crown roast or a pound of ground beef.”

Thirteen commissaries worldwide earned honors this year. They were judged on their performance during the contest period of June 1 through Sept. 30, 2009. Winning meat department teams are listed below by store category, including “site stores,” or small commissaries that receive fresh meats processed and wrapped at larger stores. Commissaries are grouped by *bands* based on prior year actual annual sales in order to compare like-sized stores in various operational statistics.

Continental U.S. stores

Sales band 10 to 14

- First place: Fort Bliss Commissary, Texas
- Second place: Fort Myer Commissary, Va.

Sales band 6 to 9

- First place: Offutt Air Force Base Commissary, Neb.
- Second place: Fort Eustis Commissary, Va.

Sales band 1 to 5

- First place: Sheppard Air Force Base Commissary, Texas
- Second place: Marine Corps Air Station New River Commissary, N.C.

Site store

- First place: Naval Air Station Barbers Point Commissary, Hawaii
(supported by Pearl Harbor Commissary, Joint Base Pearl Harbor-Hickam, Hawaii)
- Second place: Fort McPherson Commissary, Ga.

Overseas stores

Sales band 4 to 14

- First place: Yokota Air Base Commissary, Japan
- Second place: Ramstein Air Base, Germany

Sales band 1 to 3

- First place: Navy Air Facility Atsugi Commissary, Japan
- Second place: Garmisch Commissary, Germany

Site store

- First place: Camp Zama Commissary, Japan
(supported by Sagamiyama Commissary, Japan)

The annual competition highlights the commissary's goal to serve as nutritional leader for the Department of Defense. Winning stores excelled in quality and team performance in areas including display and merchandising, customer education and outreach and increased sales.

“Our theme this year was, ‘Meat Your Healthy Choices,’” said Chris Burns, DeCA’s sales director. “You’ll find plenty of lean, health-conscious selections at your commissary, and other favorites are well-trimmed and cut to your exact preferences – at no extra cost to you.”

- 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 \$3,300 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.*