



NEWS RELEASE

Defense Commissary Agency

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Release Number: 86-11
Date: October 24, 2011
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Limited supply of turkey coupon booklets to be offered in stateside commissaries

By Rick Brink,

DeCA public affairs officer for Central and East areas

FORT LEE, Va. – Nothing says Thanksgiving quite like turkey, so commissaries in the U.S., to include Alaska and Hawaii, are featuring special product coupon booklets that reduce the price of turkeys they sell during November.

“We’ve listened to our customers, and they want low-priced turkeys,” said Chris Burns, DeCA’s director of sales. “Our Marketing Business Unit and industry partners have come up with coupon booklets that provide our customers significant savings toward the purchase of a turkey when they buy the products featured in the booklet.”

Why all the effort for turkeys? Low-priced turkeys attract Thanksgiving meal shoppers in droves. Most businesses do this by selling turkeys as “loss leaders” – items priced below cost to draw shoppers in their stores – but DeCA is required by law to sell products at cost without a profit markup, Burns said.

“This coupon offer is something new for us, and it addresses the issue while giving our customers a way to save even more when they do their Thanksgiving shopping at their commissary,” he said.

Because this is a test venture with industry, coupon booklet quantities are limited. The success of this promotion will determine future expansion of the program, Burns said. For now, about 82,200 booklets will be distributed in all commissaries in the United States, including

Alaska and Hawaii, starting the first week of November. In addition, Maxi Saver, a coupon flyer firm, will hand out another 117,000 booklets to select commissaries Nov. 17-20; a list of those stores and more details can be found on DeCA's website, <http://www.commissaries.com> . All coupons are effective Nov. 1 and expire Nov. 30. They will not be available at overseas locations.

Here's how it works. Coupons for already low-priced items, many of them popularly used to make holiday meals, are featured in the booklets. Each coupon states how much can be applied toward the purchase of a fresh or frozen whole turkey. For example, buy two fresh salad kits and save \$1 on the purchase of a turkey. All of the coupons add up to more than \$32 in savings. The turkey must be purchased at the time the coupons are used.

"Act fast, because quantities are limited. I can't say that enough," Burns said. "This is the first time we've done something like this, and based on what our customers have told us, we're expecting a great response."

-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 amounting to thousands of dollars annually. For current savings figures for various groups – single member up to a family of seven – visit <http://www.commissaries.com>. 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.*