



IN REPLY
REFER TO

DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

MPS

February 1, 2016

NOTICE TO THE TRADE - DeCA NOTICE 16-40

SUBJECT: Super Bowl Preparations

The purpose of this Notice to the Trade is to request Industry assistance in ensuring that all commissaries remain fully stocked over the next week. We are in the heart of the display period leading up to the Super Bowl which is Sunday, February 7. Eight of our last fifteen “all time high sales days” have been the Saturday just prior to the Super Bowl. It is critical that we support the commissaries and our customers during this very important sales period.

Many of you manufacture or represent products within authorized vendor-stocked categories. In fact, over 40 percent of DeCA’s unit volume is vendor-stocked merchandise. I realize that weekend work is far from prized; it is, however, routine and normal in the supermarket business. Simply stated, it is imperative that vendor stockers work on weekends, filling shelves and cases prior to store opening and keeping products available throughout the business day. The old grocer’s adage – “You can’t sell anything from the backroom” – is as true today as ever before.

A number of companies have already informed us of their substantial increases in incremental stocking labor for the commissaries over the next week and we hope each of you can participate in this critical area of our operations. Your participation in this endeavor will ensure a successful Super Bowl sales event. Thanks for your support!

Tracie L. Russ
Director, Sales