NOTICE TO THE TRADE – DeCA NOTICE 16-77

SUBJECT: Revision to NTT 16-67 Accepting Value Brands Item Presentations / Pricing Period Change

The purpose of this notice is to revise attached NTT 16-67 Accepting Value Brands Item Presentations by changing the pricing period. The Defense Commissary Agency (DeCA) is accepting presentations for the Value Brands Program for the period beginning August 1, 2016, through December 31, 2016, (changed from March 31, 2017). This change will synchronize the pricing periods for categories included in the program.

Item presentations should be submitted to respective category managers by close of business May 19, 2016, as stated in notice 16-67.

Tracie L. Russ
Director, Sales

Attachment
As stated
NOTICE TO THE TRADE – DeCA NOTICE 16-75

SUBJECT: Revision to NTT 16-67 Accepting Value Brands Item Presentations / Canned Vegetables Removed from Category List

The purpose of this notice is to revise attached NTT 16-67 Accepting Value Brands Item Presentations by removing one of the listed categories. The Defense Commissary Agency (DeCA) will not be accepting presentations for the canned vegetable category under this notice. NTT 15-84 Canned Vegetable Value Brands solicited for a canned vegetable supplier line that would guarantee competitive pricing for a 12-month period. Libby’s was selected for DeCA’s Value Brands canned vegetable brand under NTT 15-84 and with compliance of program specifications, this appointment is valid through December 2016.

Attachment

As stated
NOTICE TO THE TRADE – DeCA NOTICE 16-67

SUBJECT: Accepting Value Brands Program Item Presentations

The purpose of this notice is to inform Industry that the Defense Commissary Agency (DeCA) is accepting presentations for the Value Brands Program for the period beginning August 1, 2016, through March 31, 2017. Item(s) presentations should be submitted to the respective category manager by close of business May 19, 2016. Considerations will be made for all categories, but emphasis will be placed on the attached specified categories.

The Value Brands Program is worldwide and prices are effective for the duration of the program. Presentations must include pricing for all DeCA price zones. Pricing for overseas commissaries (Europe and Pacific to include Guam), Guantanamo Bay, and Puerto Rico should be the same as prices quoted for commissaries in the 48 Continental United States. Alaska and Hawaii pricing may be higher to accommodate first destination transportation costs.

Value brand items are comparable in quality and price with store/private label. Criteria for selecting items for this program are: 1) item(s) must be lower in price than the equivalent store/private label item (formulation and size) as measured versus the average store/private label price of the top selling (unit sales) item in All Other Channels (xAOC) for the past 26 weeks; 2) value brand items must be the lowest priced item(s) within the category.

Value brand items will be identified at the shelf with an orange VALUE label. Please note that VALUE labels have priority in all of our commissaries. Promotional signs may not be placed over the VALUE label. Items identified as Value Brands provide the most consistent everyday low price for the duration of the program that is equal to, or better than, private label brands found in commercial supermarkets (e.g., similar formulation and size or count). The Value Brands Program will continue to be communicated to our patrons through in-store marketing kits, outlets such as DeCA’s social media platforms (Facebook, Twitter, Pinterest, etc.), commissaries.com, and radio spots in all stateside stores, and on AFN-radio and TV overseas.

Points of contact for the Value Brands Program are each respective category manager and Ms. Jennifer Baker, Sales Directorate, 804.734.8000 extension 86338, jennifer.baker@deca.mil. The support of our industry partners is greatly appreciated.
ADULT INCONTINENCE
ANTISEPTICS AND DISINFECTANTS
BABY HBC
BAKING SUPPLIES
BAR AND LIQUID SOAP
BATTERIES
BLEACH / HOUSEHOLD LAUNDRY
BREAKFAST MEAT
BUTTER
CANNED AND POWDERED MILK
CANNED FRUIT / SHELF STABLE FRUIT
CANNED GRAVY
CANNED SOUP
CANNED VEGETABLE
CHEESE
COFFEE
COFFEE CREAMERS
COOKIES
COTTAGE AND RICOTTA CHEESE
CREAM CHEESE
DEODORANT
DIARRHEA REMEDY PRODUCT
DISH DETERGENT
DISPOSABLE BAGS
DISPOSABLE DIAPER/TRAINING PANT
DISPOSABLE DISH
DRY PASTA
EYE CARE
FACE CARE
FACIAL TISSUES
FEMININE HYGIENE
FIRST AID
FIRST AID COTTONS AND SWABS
FLASHLIGHTS
FLOUR AND MEAL
FOOD STORAGE AND LUNCH BAG
FOOD STORAGE AND WRAPS
FOOT CARE
FROZEN BAKED GOODS
FROZEN BREAKFAST ENTRÉE
FROZEN BREAKFAST SANDWICH
FROZEN FRUIT
FROZEN PIZZA
FROZEN POTATOES AND ONION RINGS
FROZEN SEAFOOD
FROZEN VEGETABLES
FROZEN WAFFLES/PANCAKES/FRENCH TOAST
FROZEN WHIPPED TOPPING
GRAIN AND DRY BEANS
HAR CARE
HAND AND BODY LOTION / SKIN CARE
HERB AND SPICE SEASONING
HONEY
HOT CEREAL
HOT DOGS
ICE CREAM
JAM AND JELLY AND PRESERVES
LAUNDRY DETERGENT
LIGHT BULBS
LIQUID TEA
LUNCHMEAT
MARGARINE AND SPREAD
MARSHMALLOWS
MEDITATIONS
MUSTARD
OLIVES
ORAL HYGIENE
ORIENTAL SAUCE
PAIN RELIEF
PANCAKE MIX
PANCAKE SYRUP
PAPER TOWELS / PAPER NAPKINS
PASTA SAUCE
PASTA SAUCE MIX
PEANUT BUTTER
PET SUPPLIES
PETROLEUM JELLY
PICKLE AND RELISH
PIE CRUSTS MIXES AND PREPARED
PIE FILLING
REFRIGERATED SIDE DISHES
RICE
SAUCE/GRAVY/SEASONING MIX
SHAMPOO AND CONDITIONER
SHAVING PRODUCTS
SHELF STABLE JUICES AND DRINKS
SHORTENING AND OILS
SKIN CARE
SOAP
SOFT DRINKS
STOMACH / UPPER G.I.
STRAWs
SUGAR / SUGAR SUBSTITUTES
TOASTER PASTRY
TOILET PAPER
TOBACCO PASTE AND SAUCE
UPPER RESPIRATORY MEDICINE
VINEGAR AND COOKING WINE
VITAMINS AND SUPPLEMENTS
WATER
WHIPPED TOPPINGS