NOTICE TO THE TRADE – DeCA NOTICE 16-86

SUBJECT: 2017 Display Periods Promotions Calendar

The purpose of this Notice to the Trade (NTT) is to provide Industry with the attached display periods promotions calendar for 2017 and Additional Promotional Themes that will be considered for monthly promotional planning. Please note there are two special three-week display periods coinciding with the Thanksgiving and Christmas holidays. The themes listed on the right side of the calendar include national holidays and significant events that will be the primary focus for each display period.

In addition to display dates, the attached calendar provides submission deadlines for pricing. Separate and earlier time requirements are listed for O-coded items to meet OCONUS order ship time. Prior to publication of promotional packages, Industry will be notified that their items have been tentatively selected for promotion and required to EDI pricing for all O-coded items within 48 hours of notification for the next pricing period. Adherence to pricing submission deadlines is critical to ensure items are priced correctly during promotional periods and to minimize pricing restages and promotional deletes that negatively impact DeCA, Industry, and ultimately our commissary patrons.

VPR dates for promotional items and shipper/pallet contents will remain consistent with 30 or 45 day VPR pricing periods. Manager’s Special promotions will extend seven days past the end of the display period.

Points of contact for this notice are, Ms. Tita Kalua’u, at 804-734-8000, extension 5-2879 and Ms. Mary DeSantis, at 804-734-8000, extension 4-8975.

Tracie L. Russ
Director, Sales

Attachments:
As stated
## Additional Promotional Themes – 2017

### January
- Martin Luther King Jr. Birthday (Jan 15)
- National Oatmeal Month
- National Meat Month
- National Hot Tea Month
- National Soup Month

### February
- Heart Healthy Month
- Fiber Focus Month
- Potato Lovers Month
- Sweet Potato Month
- Presidents Day
- Great American Pie Month

### March
- Saint Patrick’s Day
- National Peanut Month
- National Sauce Month
- National Noodle Month

### April
- Soy Foods Month
- Earth Month (Recycled Paper Goods, All-natural cleaners)
- Grilled Cheese Month

### May
- National Egg Month
- National Hamburger Month

### June
- Flag Day/Army Birthday (June 14)
- Seafood Month
- Turkey Lovers Month

### July
- Commissary Anniversary (July 1)
- National Ice Cream Month
- Hot Dog Month

### August
- Sandwich Month
- National Peach Month
- Coast Guard Birthday (Aug 4)

### September
- DeCA Anniversary (Oct 1)
- Air Force Birthday (Sep 18)
- National Chicken Month
- National Potato Month
- Whole Grains Month

### October
- Columbus Day
- National Apple Month
- National Vegetarian Month
- Navy Birthday (Oct 13)
- National Pasta Month
- Vegetable Awareness Month
- National Cookie Month
- National Dessert Month
- National Pork Month
- Pizza Month

### November
- National Military Family Month
- Marine Corps Birthday (Nov 10)

### December
- National Fruit Cake Month
- National Egg Nog Month
<table>
<thead>
<tr>
<th>Month</th>
<th>Promo Period</th>
<th>Date of Displays</th>
<th>Duration of Displays</th>
<th>Month of Presentation</th>
<th>Minimum FDS / DSD Promotional Pricing Period Required for &quot;K&quot; Items</th>
<th>Pricing Period Length</th>
<th>DEADLINE TO SUBMIT PRICING FOR &quot;K&quot; ITEMS</th>
<th>Minimum FDS / DSD Promotional Pricing Period Required for &quot;O&quot; Items</th>
<th>DEADLINE TO SUBMIT PRICING FOR &quot;O&quot; ITEMS</th>
<th>Themes</th>
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<td>Jan 1</td>
<td>2-Jan-17</td>
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<td>Jul</td>
<td>16-Dec-16 15-Jan-17 30 11/25/16 16-Sep-16 15-Jan-17</td>
<td>8/25/16</td>
<td>Ringing in the New Year/Family Fit Lifestyle Month/Dollar Days</td>
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<td>Jan 2</td>
<td>16-Jan-17</td>
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<td>Jul</td>
<td>1-Jan-17 31-Jan-17 30 12/10/16 1-Oct-16 31-Jan-17</td>
<td>9/10/16</td>
<td>Special Olympics/Comfort Foods Meal Solutions</td>
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<td>Feb 3</td>
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<td>Aug</td>
<td>16-Jan-17 15-Feb-17 30 12/25/16 16-Oct-16 15-Feb-17</td>
<td>9/25/16</td>
<td>National Hot Breakfast Month/Super Bowl (2/5/17)/Snack Food Month</td>
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<td>1-Feb-17 28-Feb-17 30 1/10/17 1-Nov-16 28-Feb-17</td>
<td>10/10/16</td>
<td>Valentine's Day/Celebration of Chocolate Month/Value Brands/Healthy National Canned Food Month</td>
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<td>Mar 5</td>
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<td>16-Feb-17 15-Mar-17 30 1/25/17 16-Nov-16 15-Mar-17</td>
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<td>March Madness/Frozen Food Month/National Nutrition Month</td>
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<td>16-Mar-17 15-Apr-17 30 2/25/17 16-Dec-16 15-Apr-17</td>
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<td>National Bake Week (1st week of April)/Month of the Military Child</td>
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<td>Apr 8</td>
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<td>Oct</td>
<td>1-Apr-17 30-Apr-17 30 3/10/17 1-Jan-17 30-Apr-17</td>
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<td>Month of the Military Child/Easter (4/16/17)/Earth Day</td>
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<td>Apr 9</td>
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<td>7-May-17</td>
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<td>Oct</td>
<td>16-Apr-17 15-May-17 30 3/25/17 16-Jan-17 15-May-17</td>
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<td>Dollar Days/Disaster Preparedness/Cinco De Mayo</td>
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<td>May 10</td>
<td>8-May-17</td>
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<td>Nov</td>
<td>1-May-17 31-May-17 30 4/10/17 1-Feb-17 31-May-17</td>
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<td>Mother's Day (5/14)/Gift Cards Display/Casale Lot Sale/Military Appreciation Month/Armed Forces Day (May 17)/Celiac Awareness Month (Gluten Free Promotion)/National Salad Month/National BBQ Month</td>
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<td>May 11</td>
<td>22-May-17</td>
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<td>16-May-17 15-Jun-17 30 4/25/17 16-Feb-17 15-Jun-17</td>
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<td>Healthy Lifestyle Festivals Worldwide to include Healthy Pets/Memorial Day</td>
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<td>Jun 12</td>
<td>5-Jun-17</td>
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<td>Dec</td>
<td>1-Jun-17 30-Jun-17 30 5/10/17 1-Mar-17 30-Jun-17</td>
<td>2/10/17</td>
<td>Father's Day/Jun 18/Mens Health Month/National Dairy Month/Commissaries 150th Anniversary (July 1) Sale and Display Contest</td>
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<td>Jul 14</td>
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<td>1-Jul-17 31-Jul-17 30 6/10/17 1-Apr-17 31-Jul-17</td>
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<td>National Grilling Month/Value Brands</td>
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<td>Jul 15</td>
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<td>1-Jul-17 31-Jul-17 30 6/10/17 1-Apr-17 31-Jul-17</td>
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<td>Local Farmers Markets/National Pack a Picnic Month</td>
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<td>Aug 17</td>
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<td>1-Aug-17 31-Aug-17 30 7/10/17 1-May-17 31-Aug-17</td>
<td>4/10/17</td>
<td>Fall Case Lot Sale/Back to School/Dollar Days/Kids Eat Right Month</td>
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<td>Sep 18</td>
<td>28-Aug-17</td>
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<td>Mar</td>
<td>16-Aug-17 15-Sep-17 30 7/25/17 16-May-17 15-Sep-17</td>
<td>4/25/17</td>
<td>Labor Day/Sep 4/Fall Case Lot Sales/Hispanic Month/National Family Meals Month/National Food Safety Month</td>
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<td>Sep 19</td>
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<td>1-Sep-17 30-Sep-17 30 8/10/17 1-Jun-17 30-Sep-17</td>
<td>5/10/17</td>
<td>National Healthy Breakfast Month/Fall Case Lot Sale/Breast Cancer Awareness Month/Organic Harvest Month</td>
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<td>Nov 23</td>
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<td>1-Nov-17 30-Nov-17 30 10/10/17 1-Aug-17 30-Nov-17</td>
<td>7/10/17</td>
<td>Your Thanksgiving Fantasy Headquarters/Thanksgiving Holiday Weekend Sales Event/Gift Card Display/Operation Homeshart</td>
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<td>Dec 24</td>
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<td>Jun</td>
<td>16-Nov-17 15-Dec-17 30 10/25/17 16-Aug-17 15-Dec-17</td>
<td>7/25/17</td>
<td>Gift Card Display/Home For the Holidays/Your Place for Holiday Party Treats</td>
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<td>Dec 25</td>
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<td>Jun</td>
<td>1-Dec-16 31-Dec-17 30 11/10/17 1-Sep-17 31-Dec-17</td>
<td>8/10/17</td>
<td>Bringing Families Together for the Holidays/Ringing in the New Year</td>
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*For these two periods, displays can be changed out any day Monday-Thursday to accommodate holiday and/or deliveries.*