



IN REPLY
REFER TO

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

MPS

December 29, 2016

NOTICE TO THE TRADE – DeCA NOTICE 17-10

SUBJECT: Value Brand Program

The purpose of this notice is to inform industry that effective January 2, 2017, DeCA will no longer promote and maintain the Value Brand program as the Agency prepares to rollout a private label program later in Calendar Year (CY) 2017. Value Brand labels, signage, posters, and danglers will be removed shortly after the start of the New Year.

My points of contact are, Gordon Jones and Mary DeSantis, at 804-734-8000, extension 48240 and 48975, respectively.

For Tracie L. Russ
Director, Sales