



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

MPS

May 5, 2017

NOTICE TO THE TRADE – DECA NOTICE 17-32

SUBJECT: Summer/Back to School Sidewalk Sales

In lieu of a September Case Lot Sale, DeCA plans to hold sidewalk sales at commissaries worldwide under a Summer/Back to School theme and as a continuation of our 150th Anniversary Sale. The sidewalk sales are planned to occur anytime during the period August 1 through September 30, 2017. Each commissary will be limited to conducting only one sidewalk sale during the designated period.

DeCA will provide industry with specific sidewalk sale dates by commissary. Commissaries will then coordinate with local sales representatives for product offers which may include additional coupons and or price reductions through Vendor Credit Memorandums. Items featured for these events should be in the club, seasonal, or regular display packages covering the designated timeframe and may also include Firesale, deadstock, or DSD items identified at the local level.

Overseas stores are required to coordinate their sales offerings with their supporting CDC inventory managers. VCMs will be processed at store level in overseas commissaries, versus at CDC, to support varying products and sales dates.

Points of contact for this notice are Ms. Mary DeSantis, mary.desantis@deca.mil or 804-734-8000, extension 48975; and Ms. Amy Perkinson, amy.perkinson@deca.mil or extension 48386.

Tracie L. Russ
Director, Sales

cc:
Store Operations
Logistics
Area Directors
Zone Managers
Store Directors