

MPSM

October 11, 2013

NOTICE TO THE TRADE – DeCA NOTICE 14-02

SUBJECT: Seasonal and Club Pack Promotional Calendars – 2014

The purpose of this Notice to the Trade is to provide Industry with the seasonal and club pack promotional calendars for 2014 which are provided in the attachments. Please note there are two separate calendars. The first attachment is for all the seasonal promotions such as Easter, Valentine's Day, Halloween and etc. Please note the water program has been cancelled and will be worked as a separate program by Ms. Michelle Frost. The second attachment is for the new monthly club pack promotions and; if initiated, the two worldwide case lot sales held in May and September. Another important change is the appropriate buyers assigned to each category will be taking the presentations for these promotional packages.

In addition to display dates, the attached calendars provide pricing requirements for both "O" items as well as regularly stocked items. In order to meet the OCONUS order ship time requirements, we have continued to specify early and separate time requirements for "O" coded items which are located in columns "c" and "d". Pricing period dates which encompass the display dates for "K" items are located in column "e". Prior to publication, sales representatives will be notified that their items have been tentatively selected for promotion. Industry will be required to EDI a price for all "O" coded items within 48 hours of notification for the next pricing period. Please ensure that availability dates provided on DeCA Forms 40-15/16 are accurate as the product must be available at the appropriate distributor on schedule to meet overseas shipping requirements.

My points of contact for these calendars are Mr. Charlie Dowlen, Promotions Manager, at 804-734-8000, extension 4-8385 and Ms. Angela Leal, Promotions Specialist, at 804-734-8000, extension 4-8303.

//Signed//
Randy Chandler
Director of Sales

Attachments:
As stated