

MPS

October 22, 2013

NOTICE TO THE TRADE – DeCA NOTICE 14-03

SUBJECT: Extension to DeCA Notice 10-157; Industry Presentation for 2011-2012 Rack/Cooler Program.

The purpose of this Notice to the Trade is set forth no changes to the program. The duration of the program will include an additional six months; January 1, 2014 to June 30, 2014. The program will henceforth be termed the 2011-2013 Rack/Cooler Program to be extended.

In the interest of maximizing the cost effectiveness of display fixtures and their service maintenance expenses, it is mutually beneficial to both DeCA and its Industry trading partners to allow for six months additional option beyond the former time parameter ending December 31, 2013.

As in previous DeCA rack programs, the extension option is at the discretion of either DeCA or the rack provider. As stated in the Notice to Trade 10-79, continuation into option years is automatic unless either DeCA or the trading partner elects cessation. Accrual fund offers and 2012-and 2013 would continue for six months of 2014. All other parameters for the program as defined in NTT 10-79 remain unchanged.

Proposals for the rack program are taken in good faith that racks placed in the store will be maintained in a serviceable and clean condition for the duration of the program.

If you have any questions, please contact the appropriate Category Manager or Buyer; Joel Small, DSD (804) 734-8000, extension 48585, Michelle Frost, Beverages (804) 734-8000, extension 48696, LaRue Smith, Fresh Pet, Suncare, Insecticides, and Reusable Bags (804) 734-8000, extension 48255, Rena Dial, Batteries and shoe Polish (804) 734-8000, extension 48014, Randi Robinson, Pre-pack meats (804) 734-8000, extension 86234, Richard Walker, Frozen Food (804) 734-8000, extension 86045, Steve Villeneuve, Dairy (804) 734-8000, extension 48495, and Bridget Bennett, Produce (804) 734-8000, extension 48200.



Randy Chandler
Director of Sales