NOTICE TO THE TRADE – DeCA NOTICE 14-52

SUBJECT: Promotional Calendar – 2015

The purpose of this Notice to the Trade is to provide Industry with the promotional calendar for 2015 which is provided as attachment #1. Please note there are five special 3-week promotional display periods centered around the Easter holiday, Independence Day, Labor Day, Thanksgiving Day, and the Christmas holiday.

With this calendar, the themes have been moved to an extra attachment categorized by month. These themes will be the central focus for each month and Industry should develop promotional proposals that match these special themes (attachment #2). These themes include national and military holidays and significant events that should be supported as much as possible.

In addition to display dates, the attached calendar provides pricing requirements for both “O” items as well as regularly stocked items. We respectively request that our Industry partners focus additional efforts on promotional pricing to meet these important time requirements. It is critical that Industry adheres to this pricing schedule in order to minimize pricing restages. It ensures that items are priced correctly during their promotional timeframes and also reduces item deletes which negatively impact DeCA, Industry, and ultimately our commissary patrons.

To meet the OCONUS order ship time requirements, we have continued to specify early and separate time requirements for “O” coded items (columns “I” and “J”). VPR dates for the promotional items and shipper/pallet contents will remain consistent with 30 or 45 day VPR pricing periods as stated in (column “G”). 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.

My points of contact are Ms. Angela Leal, Promotions Specialist, at 804-734-8000, extension 4-8303 and Ms. Kelly Schoot, Promotions Coordinator, at 804-734-8000, extension 4-8308.

Randy Chandler
Director of Sales

Attachments:
As stated

Your Commissary ... It's Worth the Trip!
<table>
<thead>
<tr>
<th>Month</th>
<th>Promo Period</th>
<th>Date of Displays</th>
<th>Duration of Displays</th>
<th>Month of Promos</th>
<th>Minimum FDS / ODS 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 / ODS Promotional Pricing Period Required for &quot;O&quot; Items</th>
<th>DEADLINE TO SUBMIT PRICING FOR &quot;O&quot; ITEMS</th>
<th>Current CCA Promos Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb</td>
<td>3</td>
<td>6-Feb-15</td>
<td>2</td>
<td>SEPT</td>
<td>1-Feb-16</td>
<td>30</td>
<td>JAN 10,2015</td>
<td>NOV 1, 2014-DEC 28, 2015</td>
<td>October 10, 2014</td>
<td>IN</td>
</tr>
</tbody>
</table>
Sales Promotions Calendar Themes - 2015

January:
It’s a New Year - Get Fit – Get Healthy!
Super Bowl Savings
10 For 10 / 2-Fer Sales
National Oatmeal Month – Comfort Breakfast Foods

February:
Heart Healthy Month
Sweet Potato Month
Valentine’s Day
Presidents Day

March:
National Nutrition Month
National Peanut Month
Frozen Food Month
10 for 10 / 2-Fer Sales
March Madness Basketball

April:
Easter – April 5, 2015
Soy Foods Month – Good For You Foods/Gluten-Free Foods
Month of the Military Child
Earth Month (Recycled Paper Goods, All-natural cleaners)

May:
National Military Appreciation Month
Mother’s Day Celebration
10 for 10 / 2-Fer Sales

Cinco de Mayo Celebration (May 5)
National Barbecue Month (Fresh Meat Specials)
National Salad Month
DeCA Celebrates Memorial Day

**June:**
Healthy Lifestyle Festival (worldwide military communities)
National Dairy Month
Flag Day/Army Birthday (June 14)
Father’s Day Celebration
Patriotic Sales Events (leading up to 4th of July Weekend)

**July:**
Splash Into Summer Savings
National Ice Cream Month
Local Commissary Farmers Markets (optional)
Your Pet Your Family Campaign
10 for 10 / 2-Fer Sales

**August:**
Customer Appreciation Sale (Case Lot Sale - mid-month)
Local Commissary Farmers Markets (optional)
Healthy School Lunches Specials (Back to School)
National Peach Month
Coast Guard Birthday (Aug 4)

**September:**
Customer Appreciation Sale (Case Lot Sale - all month-long)
National Healthy Breakfast Month (Back to School)
Tailgate Party of Savings
U.S. Air Force Birthday (Sep 18)
National Chicken Month
Labor Day Weekend Sales Event

**October:**
National Apple Month
National Vegetarian Month
Oktoberfest Celebration
10 for 10 / 2-Fer Sales
Navy Birthday/Columbus Day (Oct 13)
Halloween Specials

**November:**
National Military Family Month
Military Veterans' Commemoration Event (Nov 6)
Veterans Day Weekend Sales Event (Nov 7-11)
Marine Corps Birthday (Nov 10)
Thanksgiving Holiday Specials ("Free Turkey" Coupon Booklets)

**December:**
Home for the Holiday Season Sale
Baking Healthy Holiday Treats
Ringing in the New Year
10 for 10 / 2-Fer Sales
Healthy Cooking Resolutions for 2016