



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

IN REPLY
REFER TO

MPS

August 5, 2014

NOTICE TO THE TRADE – DeCA NOTICE 14-74

SUBJECT: Promotional Calendar 2015 – Suspense Dates

The purpose of this Notice to the Trade is to provide Industry with a suspense date calendar when deadlines are due for the regular 2/3 week promotional calendar for 2015. The attached calendar has columns which specify when promotional package proposals must be submitted to category managers, when the DeCA promotions committee will meet and when the promotions team will send out tentative requests for pricing.

Acting upon a request from Industry, we have asked for shipper, pallet and one time buy proposals two weeks earlier than last year. Tentative price requests will also be two weeks earlier in order to provide extra lead time for Industry to plan and organize these types of promotions, once they have been approved.

Please note the early dates for this new calendar will require a quick turnaround for the first couple of packages as we speed up from the 2014 calendar dates to the new 2015 calendar dates. Category managers will be asking for your proposals quickly as we make this transition.

My points of contact for this suspense date calendar 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.

//signed//
Randy Chandler
Director of Sales

Attachment:
As stated

2015 PROMO/SHPR SCHEDULE

PROMO/SHIPPER DISPLAY PACKAGE 2015	Presentations due to Category Managers from Industry	Promo/Shpr Committee Meetings on Mondays	Committee Selections Go To Promo Team Three (3) Days After Committee Meeting	File Maint adds shippers in DIBS and returns to Promo Team Three (3) Days	Promo Team Sends Out Tentative Price \$ Request	Deadline To Submit Pricing For "O" Items
# 23 PROMO & #1 SHPRS	8/11/14	8/25/14	8/28/14	9/3/14	9/8/14	9/10/14
# 1 PROMO & 2 SHPRS	8/11/14	8/25/14	8/28/14	9/3/14	9/8/14	9/10/14
# 2 PROMO & 3 SHPRS	8/15/14	8/29/14	9/4/14	9/9/14	9/16/14	9/25/14
# 3 PROMO & 4 SHPRS	8/18/14	9/2/14	9/5/14	9/10/14	9/18/14	10/10/14
# 4 PROMO & 5 SHPRS	8/18/14	9/2/14	9/5/14	9/10/14	9/22/14	10/10/14
# 5 PROMO & 6 SHPRS	9/2/14	9/15/14	9/18/14	9/23/14	10/7/14	11/10/14
# 6 PROMO & 7 SHPRS	9/15/14	9/29/14	10/2/14	10/7/14	10/22/14	11/10/14
# 7 PROMO & 8 SHPRS	10/20/14	11/3/14	11/6/14	11/12/14	11/21/14	12/10/14
# 8 PROMO & 9 SHPRS	10/31/14	11/17/14	11/20/14	11/25/14	12/8/14	12/25/14
# 9 PROMO & 10 SHPRS	11/17/14	12/1/14	12/4/14	12/9/14	12/24/14	1/10/15
# 10 PROMO & 11 SHPRS	11/28/14	12/15/14	12/18/14	12/23/14	1/7/15	1/25/15
# 11 PROMO & 12 SHPRS	12/3/14	12/22/14	12/24/14	12/30/14	1/7/15	1/25/15
# 12 PROMO & 13 SHPRS	12/22/14	1/5/15	1/8/15	1/13/14	1/22/15	2/10/15
# 13 PROMO & 14 SHPRS	1/20/15	2/2/15	2/5/15	2/10/14	2/19/15	3/10/15
# 14 PROMO & 15 SHPRS	1/30/15	2/17/15	2/20/15	2/25/14	3/6/15	3/25/15
# 15 PROMO & 16 SHPRS	2/23/14	3/9/15	3/12/15	3/17/14	3/24/15	4/10/15
# 16 PROMO & 17 SHPRS	3/9/15	3/23/15	3/26/15	3/31/14	4/8/15	4/25/15
# 17 PROMO & 18 SHPRS	3/23/15	4/6/15	4/9/15	4/14/14	4/22/15	5/10/15
# 18 PROMO & 19 SHPRS	4/6/15	4/20/15	4/23/15	4/28/14	5/6/15	5/25/15
# 19 PROMO & 20 SHPRS	4/20/15	5/4/15	5/7/15	5/12/14	5/26/15	6/10/15

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# 20 PROMO & 21 SHPRS	5/1/15	5/18/15	5/21/15	5/27/14	6/8/15	6/25/15
# 21 PROMO & 22 SHPRS	5/8/15	5/26/15	5/29/15	6/3/14	6/23/15	7/10/15
# 22 PROMO & 23 SHPRS	5/15/15	6/1/15	6/4/15	6/9/14	6/23/15	7/10/15
# 23 PROMO & #1 SHPRS	6/22/15	7/6/15	7/9/15	7/14/14	7/22/15	8/10/15
Blue shaded areas indicate 3 week promotional periods.						