



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

IN REPLY
REFER TO

MPS

NOTICE TO THE TRADE – DECA NOTICE 15-03 **UPDATE #3**

JAN 20 2015

SUBJECT: Front-End Rack Program

PLEASE NOTE CHANGES: ROUNDTABLE WILL BE HELD ON FEBRUARY 17. PRESENTATIONS WILL BE ACCEPTED MARCH 2-13.

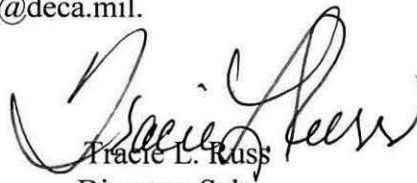
The purpose of this Notice to the Trade (NTT) is to notify Industry and potential rack manufacturers of DeCA's intent to review and update our Front-End Rack Program. This effort will include developing new front-end racks and updating the front-end rack product assortment.

To commence this initiative a roundtable discussion will be held on Tuesday, February 17, 2015, from 1-4 p.m., at DeCA HQ, 1300 E Avenue, Fort Lee, Virginia 23801, in Multi-Purpose Rooms 1 and 6, located on the first floor near the vendor meeting rooms.

The purpose of this meeting is for Industry to select a rack manufacturer and a Captain and Co-Captain from Industry who will work with DeCA to develop new front-end racks and update the front-end rack stock assortment to enhance variety, sales, savings, and customer satisfaction. This is an ideal opportunity for Industry to present innovative and stimulating merchandising ideas that pertain to the front-end rack program.

Category managers will accept presentations for front-end rack items March 2-13, 2015. In addition to reviewing traditional items, we will also consider healthier alternatives, beverages, health and beauty, and all other small impulse items. Appointments for this program are not necessary, but can be made by contacting respective category managers.

Point of contact for this NTT is Arnielle Fernandez, Category Manager, (804) 734-8000, extension 48705, or arnielle.fernandez@deca.mil.


Tracie L. Russ
Director, Sales