



## DEFENSE COMMISSARY AGENCY

HEADQUARTERS  
1300 E AVENUE  
FORT LEE, VIRGINIA 23801-1800

MPS

January 23, 2015

NOTICE TO THE TRADE – DeCA NOTICE 15-21

SUBJECT: Update on Value Brand Program

The purpose of this Notice to the Trade (NTT) is to inform Industry that DeCA is adding additional items to the Value Brand Program effective February 1. The category and brand name of items added is attached. This program highlights Value Brand items that are stocked in our commissaries that are competitive and lower in price when compared to a similar store or private label brand items (e.g., similar formulation and size or count) in the commercial sector.

Pricing for the added Value Brand items is effective January 16 and February 1. The approved orange VALUE signs for these additional items will be displayed on store shelves by February 15. All Value Brand item pricing will remain in effect until April 30, 2015.

VALUE signs will be placed over the regular shelf label or Electronic Shelf Label (ESL) just as other labels used to promote and highlight items (e.g., Everyday Savings, Extra Savings, etc.). The clear strip at the top of these new labels should be applied over (or under) the regular shelf label or ESL so the sign does not interfere with item prices.

There have been some questions regarding the concurrent use of VALUE signs and other approved signage, such as having an “Every Day Low Price” sign placed on top of the VALUE sign, preventing our customers from recognizing which product is identified as a Value Brand item. VALUE signs have priority in all our commissaries. Please do not post sales signs over VALUE signs at any item location.

We greatly appreciate your cooperation in this matter and request your assistance in sharing this information with your teams. Point of contact for this program is Ms. Jessica Stables, [jessica.stables@deca.mil](mailto:jessica.stables@deca.mil) or 804-734-8000, extension 48135. Thanks for your support!

Tracie L. Russ  
Director, Sales

Attachments  
As stated

<b>Category</b>	<b>Brand</b>
<b>Shredded Cheese</b>	Cooper Cheese
<b>Sliced Cheese</b>	Cooper Cheese
<b>Chunk Cheese</b>	Cooper Cheese
<b>Cream Cheese</b>	Cooper Cheese
<b>Frozen Fruit</b>	VIP
<b>Relish</b>	Heinz
<b>Pickles</b>	Heinz
<b>Canned and Powdered Milk</b>	Sanalac
<b>Canned Soup</b>	Great American
<b>Honey</b>	Gunter
<b>Rice</b>	Supreme
<b>Dry Pasta</b>	Skinner
	San Giorgio
	Ronzoni
	American Beauty
<b>Tomato Sauce</b>	Contadina
<b>Bleach</b>	Top Job
<b>Food Storage &amp; Wrap</b>	Handifoil
<b>Paper Towels</b>	Marcal