



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

IN REPLY  
REFER TO

MPS

February 10, 2015

NOTICE TO THE TRADE – DeCA NOTICE 15-28

SUBJECT: Changes to Regular Promotion Package

The purpose of this Notice to the Trade (NTT) is to update Industry on changes to our regular promotion package.

Line extensions for the items selected for endcaps have been added back to the promotion package to facilitate review, planning, and ordering of these items for adequate shelf stock.

In addition, effective with promotion period #10, shippers, pallets, and one time buys will be published approximately two weeks prior to publication of each promotion package. This change provides additional time, for both Industry and DeCA, to coordinate displays and quantities.

Lastly, we are quickly moving toward scripting all endcaps for promotion periods. Scripted (or mandated) endcaps, (including planogram, build quantities, and backup pages listing items per shelf), have been effective in facilitating the planning and execution of displays and increasing promotional lift. Many Industry members already submit scripted endcaps for promotional consideration. I encourage all companies to use this process as our goal is to script all endcaps by publication of promotion period #17, and continue in this manner.

Point of contact regarding this information is Mr. Charlie Dowlen at 804-734-8000, extension 4-8385 or the undersigned. Thank you for your continued support!

Tracie L. Russ  
Director, Sales

cc: Store Operations