



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

IN REPLY
REFER TO

MPS

May 5, 2015

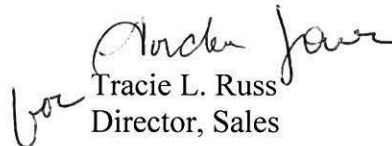
NOTICE TO THE TRADE – DeCA NOTICE 15-52

SUBJECT: 2015 Regular 2 Week Promotional Calendar - Modification

The purpose of this Notice to the Trade is to provide Industry with a small modification to the 2015 Regular 2 Week Promotional Calendar. With the new requirement for manager's specials to run an additional week after the end of each display period (starting with promotional period #18), it is necessary to extend the VPR pricing periods an extra 2 weeks for promotional periods #22 and #23.

So, the end date for promotional period #22 will end on December 31, 2015 instead of December 15, 2015 and promotional period #23 will end on January 15, 2016 instead of December 31, 2015.

The points of contact on this information are Ms. Ryan Martin, Promotions Lead, at 804-734-8000, extension 5-2797 and Mr. Charlie Dowlen, Category Manager, at extension 4-8385.


Tracie L. Russ
Director, Sales