

January 5, 2011

PSSR

NOTICE TO THE TRADE-DeCA NOTICE 11-18

SUBJECT: Reset Schedule for Calendar Year 2011

The purpose of this Notice to the Trade is to provide Industry with the 2011 Reset Schedule. Numerous stores listed are going through store remodels or refrigeration upgrades. The dates listed are only projected and could change. Updates will be posted whenever changes occur.

If there are any questions or concerns please contact Mr. Mark Arland, Chief, Reset and Planogram Branch, 804.734.8000, extension 4-8226.

/s/

Christopher T. Burns
Director of Sales

Attachment:
As stated