



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

MPM

March 8, 2019

NOTICE TO THE TRADE – DeCA NOTICE 19 – 19

SUBJECT: Annual and Seasonal Club Packs (Update)

The purpose of this Notice to the Trade (NTT) is to inform Industry that the Defense Commissary Agency (DeCA) will be changing the timeframes and format for the Club Pack program beginning immediately. In doing so, it will eliminate the four quarter club pack format that currently exist.

A new annual club pack promotion will run concurrently with the fiscal year, October 1, 2019 – September 30, 2020. The presentation timeframe for consideration for the annual club pack package will be due to the respective category teams, March 11-22, 2019. The event code for this promotion will be 20190056.

A new fall/winter club pack promotion will be in effect October 1, 2019 - March 31, 2020. The presentation timeframe for consideration for the fall/winter club pack will be due to the respective category teams April 8-19, 2019. The event code for this promotion will be 20190057. NOTE: The event code, 20190053, currently assigned to the fall club pack, will not be used. In the event that a presentation has already been submitted using the 20190053 event code, it will be necessary to submit a new one using the 20190057 event code.

Finally, the third and final club pack will be the spring/summer package which will be in effect April 1, 2020 – September 30, 2020. The presentation timeframe for consideration for the spring/summer club pack will be due to the respective category teams October 7-18, 2019. The event code for this promotion will be 20200058.

ANNUAL - A new annual club pack promotion will run concurrently with the fiscal year, October 1, 2019 – September 30, 2020. The presentation timeframe for consideration for the annual club pack package will be due to the respective category teams, March 11-22, 2019. The event code for this promotion will be 20190056.

PRICING DATES for ANNUAL CLUBPACK "O" codes will be JULY 1, 2019 - SEPTEMBER 30, 2020.

FALL/WINTER - A new fall/winter club pack promotion will be in effect October 1, 2019 - March 31, 2020. The presentation timeframe for consideration for the fall/winter club pack will be due to the respective category teams April 8-19, 2019. The event code for this promotion will be 20190057. NOTE: The event code, 20190053, currently assigned to the fall club pack, will not be used. In the event that a presentation has already been submitted using the 20190053 event code, it will be necessary to submit a new one using the 20190057 event code.

PRICING DATES for FALL/WINTER CLUBPACK "O" codes will be JULY 1, 2019 - MARCH 31, 2020.

Finally, the third and final club pack will be the spring/summer package which will be in effect April 1, 2020 – September 30, 2020. The presentation timeframe for consideration for the spring/summer club pack will be due to the respective category teams October 7-18, 2019. The event code for this promotion will be 20200058.

PRICING DATES for SPRING/SUMMER CLUBPACK "O" codes will be JANUARY 1, 2020 to SEPTEMBER 30, 2020.

There are no "K" coded items in club packs, only "O" codes. I only put pricing dates for "O" codes.

Point of contact for this notice is Michael A. Pulley, Michael.pulley@deca.mil or (804) 734-8000, extension 48521.

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