



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

IN REPLY
REFER TO

MPS

April 2, 2019

NOTICE TO THE TRADE – DeCA NOTICE 19-21

SUBJECT: April 2019-March 2020 Rack Program

The attached spreadsheets identify racks and coolers approved for placement in commissaries for the period April 2, 2019, through March 31, 2020. The primary focus of these units is for the off shelf display of high velocity and seasonal items, and items that do not have a permanent location on store shelves. Not included in this program are front-end racks, shippers, pallets, one time buys, local/regional products, and temporary fixtures to support new item introductions and product demonstrations.

Industry is requested to ensure these racks and coolers are maintained in a serviceable and clean condition and that items on these fixtures are replenished in a timely manner. Failure to maintain the fixture, product assortment, or signage could result in the unit being pulled from the program.

Racks not included on the approved list may be identified by stores for removal and placed in a holding area with notice to the applicable vendor allowing an appropriate timeframe for removal.

The Sales Directorate will publish updates to this program as applicable. Points of contact for this notice are each respective Category Manager.

Tracie L. Russ
Director, Sales

Attachments
As stated

cc:
Store Operations
Marketing
Logistics