



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

MPM

July 5, 2019

NOTICE TO THE TRADE – DECA NOTICE 19-48

SUBJECT: Thinking Outside the Box 2020

The purpose of this notice is to provide Industry with the attached Thinking Outside the Box (TOTB) 2020 meal plans for display periods 1-14. Display periods 15-26, for TOTB, will be released under a different cover at a later time.

The TOTB program, which encompasses Dietician approved recipes, aims to encourage and teach military members and their families how to cook more meals at home. By doing so, healthy living is encouraged and the basket size increases.

The commissary continues to work with the Department of Defense to address the health and wellness needs of the military community. Beginning in 2020, in addition to shelf stable items for TOTB, we have elected to include more dairy, frozen, meat, and produce items in our recipes.

Industry representatives are encouraged to review the attached list and submit promotional opportunities, to include cooking demos, to the category managers in support of this program. Also, note that any item approved for this promotion will be highlighted in the Commissary Sale's Flyer that is released each display period.

Point of contact for this notice is Deborah Harris, Deborah.Harris2@deca.mil (804) 734-8000, extension 48751 or Kirsten O'Neil, Kirsten.O'Neil@deca.mil (804) 734-8000, extension 48126.

Hector Granado
Director, Marketing

Attachments:
As stated
cc:
Logistics
Store Operations
Area Directors
Zone Managers
Store Directors

PROUD, COMMITTED AND MORE.