



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

MPS

July 25, 2019

NOTICE TO THE TRADE – DeCA NOTICE 19-59

SUBJECT: New Frontend Fixture Program/New Item Presentations

The purpose of this notice is to advise Industry the Sales Directorate will accept item presentations to support a new Frontend Fixture Program scheduled to be implemented beginning in January 2020.

The process utilized to finance the fixtures is consistent with past practice and is applicable to items currently merchandised on frontend fixtures and new items added as a result of this request.

Projected cost to participate in the program is:

- \$2.99 / linear inch for 3-year agreement
- \$10.00 / peg for 3-year agreement

The deadline to present items for consideration is August 26, 2019. Presentations should include relevant business case information to support item inclusion in program and DeCA Form 40-15, New Item Presentation Form, and must be submitted to the appropriate category manager with a copy provided to Ms. Donita Higgins, Frontend Merchandising Specialist, at donita.higgins@deca.mil.

Point of contact for this notice is Mr. LaRue Smith, Category Manager and Frontend Lead, larue.smith@deca.mil or 804-734-8000 x48255.

Thank you for your support!

Tracie L. Russ

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Director, Sales