



DEFENSE COMMISSARY AGENCY
Marketing Directorate, MPM – Headquarters, Fort Lee, Virginia
1300 E Avenue Fort Lee, VA
23801-1800

August 1, 2019

MPM

NOTICE TO THE TRADE – DeCA NOTICE 19-58

SUBJECT: DeCA and Navy Exchange Promotional Flyer Collaboration

The purpose of this notice to the trade is to advise Industry of a DeCA and Navy Exchange (NEX) promotional flyer collaboration for the Thanksgiving holiday, specifically display period (DP) 21.

Any industry member, representing items currently approved for DP 21, is welcome to submit coupon offers. Recipes are also welcome providing they are accompanied by a coupon offer. Products should match the Thanksgiving theme and be complimentary to the items displayed in the attached NEX flyer. The NEX provided the attached 2018 flyer for reference and will continue to promote similar items for 2019.

All offers will be vetted and approved/disapproved by the DeCA promotional team. No late submissions or product changes permitted past the deadline.

All submissions are due to the promotions and marketing team by close of business, Friday, August 23, 2019. Please send all submissions to marketing@deca.mil

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

Hector Granado
Director, Marketing

Attachments:
As Stated
cc:
Tracie L. Russ