



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

MPM

July 11, 2019

NOTICE TO THE TRADE – DeCA NOTICE 19 - 49

SUBJECT: Back to School Sidewalk Sale – August and September

The purpose of this Notice to the Trade (NTT) is to inform industry that the Defense Commissary Agency (DeCA) will conduct Sidewalk Sales in lieu of Case Lot Sales. The Back to School Sidewalk Sale will take place worldwide August 16 to September 30, 2019. Each commissary will be limited to conducting one sidewalk sale, lasting a maximum of four (4) days, during the designated period.

DeCA will provide industry with specific sidewalk sale dates by commissary. Commissaries will coordinate with local sale's representatives for product offers which may include additional coupons and/or price reductions through Vendor Credit Memorandums (VCM). Items featured for these events should be in the club, seasonal, or regular display packages covering the designated timeframe and may also include fire sale, deadstock, or DSD items.

CONUS stores are required to coordinate with their distributors and overseas stores are required to coordinate with their supporting CDC inventory managers, respectively. VCMs will be processed at store level in overseas commissaries, versus at CDC, to support varying products and sale's dates.

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

Hector Granado  
Director, Marketing

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

PROUD, COMMITTED AND MORE.