



DEFENSE COMMISSARY AGENCY

# 2021 PLANNING CALENDAR



*PROUD, COMMITTED AND MORE*





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

Hello Team DeCA,

I'm proud to unveil the 2021 Commissary Planning Calendar, a resource guide for our store staffs that gives them a running reminder of the promotion schedules and themes for the coming year. We continue to receive positive feedback from the field on their use of this calendar.

This monthly guide is a product of collaboration between the Sales, Marketing and Logistics Group; the Store Operations Group; and our industry partners.

The unprecedented events of 2020 with COVID-19 continue and we emerged from last year as a proven force multiplier for our service members and their families, as we overcame the challenges of a strained supply chain and marshalled our efforts to keep our commissaries supplied.

As we enter 2021, our new normal will remain grounded in what we do best: delivering the best commissary benefit possible bolstered by promotional items that double down on our everyday significant savings.

Moving forward, we need all hands on deck as we expand on what worked best and continue in our quest to improve our shortfalls. We will lean forward as we support our valued customers. We will also continue to collaborate with our industry partners to keep our supply chain uninterrupted.

We have a lot in front of us in our new normal, but I'm proud to enter it with you. Your performance in delivering this benefit has defined the meaning of resiliency, professionalism and adaptability to get the job done.

It's my hope that this planning calendar reinforces your efforts to deliver the best commissary benefit for our customers who depend on it.

Finally, I applaud the efforts of our field team. Being on the front line we appreciate all that you are doing to provide outstanding customer service. Thank you for all that you do day in and day out!

Christopher T. Burns  
Executive Director, Sales, Marketing & Logistics Group

PROUD, COMMITTED AND MORE.

## PROUD, COMMITTED AND MORE



## CY2021 Display Periods Promotions Calendar - INDUSTRY

Month	Promo Period	Event #	Date of Displays (all are two-week periods)		Deadline to submit 889's	Deadline to submit 40-16's	Minimum FDS / DSD Promotional Pricing Period Required for "K" Items		Minimum FDS / DSD Promotional Pricing Period Required for "O" Items		Themes
			Start	End			Start	End	Start	End	
Jan	Regular 1	20210001	1/4/21	1/17/21	7/20/2020		1/1/21	1/31/21	11/1/20	1/31/21	Family Fit Lifestyle/Special Olympics/Natural and Organics
Jan	Shippers 2	20210302	1/18/21	1/31/21		7/20/2020	1/1/21	1/31/21	11/16/20	1/31/21	
Jan	Regular 2	20210002	1/18/21	1/31/21	8/3/2020		1/1/21	1/31/21	11/16/20	1/31/21	
Feb	Shippers 3	20210303	2/1/21	2/14/21		8/3/20	1/16/21	2/15/21	12/1/20	2/15/21	
Feb	Regular 3	20210003	2/1/21	2/14/21	8/17/2020		1/16/21	2/15/21	12/1/20	2/15/21	Super Bowl/National Hot Breakfast Month/Snack Food Month/Valentine's Day/Chocolate Month/Idaho Potato Month/Heart Healthy Month/ National Canned Food Month/National Cherry Month/National Pet Dental Month/Chinese New Year
Feb	Shippers 4	20210304	2/15/21	2/28/21		8/17/20	2/1/21	2/28/21	12/16/20	2/28/21	
Feb	Regular 4	20210004	2/15/21	2/28/21	8/31/2020		2/1/21	2/28/21	12/16/20	2/28/21	
Mar	Shippers 5	20210305	3/1/21	3/14/21		8/31/20	2/16/21	3/15/21	1/1/21	3/15/21	
Mar	Regular 5	20210005	3/1/21	3/14/21	9/14/2020		2/16/21	3/15/21	1/1/21	3/15/21	March Madness/National Nutrition Month/National Frozen Food Month/Irish American Heritage Month/St. Patrick's Day (3/17)
Mar	Shippers 6	20210306	3/15/21	3/28/21		9/14/20	3/1/21	3/31/21	1/16/21	3/31/21	
Mar	Regular 6	20210006	3/15/21	3/28/21	9/28/2020		3/1/21	3/31/21	1/16/21	3/31/21	
Apr	Shippers 7	20210307	3/29/21	4/11/21		9/28/20	3/16/21	4/15/21	2/1/21	4/15/21	
Apr	Regular 7	20210007	3/29/21	4/11/21	10/12/2020		3/16/21	4/15/21	2/1/21	4/15/21	National Vietnam War Veterans Day (3/29)/Easter (4/4)/Month of the Military Child/Asian Pacific American Heritage Month
Apr	Shippers 8	20210308	4/12/21	4/25/21		10/12/20	4/1/21	4/30/21	2/16/21	4/30/21	
Apr	Regular 8	20210008	4/12/21	4/25/21	10/26/2020		4/1/21	4/30/21	2/16/21	4/30/21	
May	Shippers 9	20210309	4/26/21	5/9/21		10/26/20	4/16/21	5/15/21	3/1/21	5/15/21	
May	Regular 9	20210009	4/26/21	5/9/21	11/9/2020		4/16/21	5/15/21	3/1/21	5/15/21	Cinco de Mayo (5/5), Military Spouse Appreciation Day (5/7)/Mother's Day (5/9)/Armed Forces Day (5/15)/National Salad Month/Disaster Preparedness Month/Military Appreciation Month/National Pet Month/National BBQ Month
May	Shippers 10	20210310	5/10/21	5/23/21		11/9/20	5/1/21	5/31/21	3/16/21	5/31/21	
May	Regular 10	20210010	5/10/21	5/23/21	11/23/2020		5/1/21	5/31/21	3/16/21	5/31/21	
Jun	Shippers 11	20210311	5/24/21	6/6/21		11/23/20	5/16/21	6/15/21	4/1/21	6/15/21	
Jun	Regular 11	20210011	5/24/21	6/6/21	12/7/2020		5/16/21	6/15/21	4/1/21	6/15/21	Memorial Day Sales Event/National Dairy Month/Healthy Lifestyle Festival/Father's Day (6/20)
Jun	Shippers 12	20210312	6/7/21	6/20/21		12/7/20	6/1/21	6/30/21	4/16/21	6/30/21	
Jun	Regular 12	20210012	6/7/21	6/20/21	12/21/2020		6/1/21	6/30/21	4/16/21	6/30/21	
Jul	Shippers 13	20210313	6/21/21	7/4/21		12/21/20	6/16/21	7/15/21	5/1/21	7/15/21	
Jul	Regular 13	20210013	6/21/21	7/4/21	1/4/2021		6/16/21	7/15/21	5/1/21	7/15/21	July 4th Patriotic Sales Event
Jul	Shippers 14	20210314	7/5/21	7/18/21		1/4/21	7/1/21	7/31/21	5/16/21	7/31/21	
Jul	Regular 14	20210014	7/5/21	7/18/21	1/18/2021		7/1/21	7/31/21	5/16/21	7/31/21	National Grilling Month/National Pack-a-Picnic Month/National Watermelon Month/Back to School/National Ice Cream Month/Summer Olympics (7/23-8/8)
Aug	Shippers 15	20210315	7/19/21	8/1/21		1/18/21	7/16/21	8/15/21	6/1/21	8/15/21	
Aug	Regular 15	20210015	7/19/21	8/1/21	2/1/2021		7/16/21	8/15/21	6/1/21	8/15/21	
Aug	Shippers 16	20210316	8/2/21	8/15/21		2/1/21	7/16/21	8/15/21	6/16/21	8/15/21	
Aug	Regular 16	20210016	8/2/21	8/15/21	2/15/2021		7/16/21	8/15/21	6/16/21	8/15/21	



## CY2021 Display Periods Promotions Calendar - INDUSTRY

Month	Promo Period	Event #	Date of Displays (all are two-week periods)		Deadline to submit 889's	Deadline to submit 40-16's	Minimum FDS / DSD Promotional Pricing Period Required for "K" Items		Minimum FDS / DSD Promotional Pricing Period Required for "O" Items		Themes	
			Start	End			Start	End	Start	End		
Sep	Shippers 17	20210317	8/16/21	8/29/21			2/15/21	8/1/21	8/31/21	7/1/21	8/31/21	Kids Eat Right Month/National Peach Month/Back to School/Annual Pet Event/Purple Heart Day (8/7)
Sep	Regular 17	20210017	8/16/21	8/29/21	3/1/2021		8/1/21	8/31/21	7/1/21	8/31/21		
Sep	Shippers 18	20210318	8/30/21	9/12/21			3/1/21	8/16/21	9/15/21	7/16/21	9/15/21	Labor Day Sales Event/NFL Kick-Off/National Food Safety Month/National Organic Harvest Month/National Family Meals Month/Fruit & Veggies-More Matters Month/Hispanic Heritage Month
Sep	Regular 18	20210018	8/30/21	9/12/21	3/15/2021		8/16/21	9/15/21	7/16/21	9/15/21		
Oct	Shippers 19	20210319	9/13/21	9/26/21			3/15/21	9/1/21	9/30/21	8/1/21	9/30/21	
Oct	Regular 19	20210019	9/13/21	9/26/21	3/29/2021		9/1/21	9/30/21	8/1/21	9/30/21		
Oct	Shippers 20	20210320	9/27/21	10/10/21			3/29/21	9/16/21	10/15/21	8/16/21	10/15/21	Commissary Store Brand Sale (9/27-10/10)/Halloween Sales Month/Energy Action Month/National Breast Cancer Awareness Month/World Series/Italian American Heritage Month/Navy-Air Force Football Game (10/2)
Oct	Regular 20	20210020	9/27/21	10/10/21	4/12/2021		9/16/21	10/15/21	8/16/21	10/15/21		
Nov	Shippers 21	20210321	10/11/21	10/24/21			4/12/21	10/1/21	10/31/21	9/1/21	10/31/21	
Nov	Regular 21	20210021	10/11/21	10/24/21	4/26/2021		10/1/21	10/31/21	9/1/21	10/31/21		
Nov	Shippers 22	20210322	10/25/21	11/7/21			4/26/21	10/16/21	11/15/21	9/16/21	11/15/21	Halloween/Army-Air Force Football Game (TBD)/Military Family Appreciation Month/National Diabetes Awareness Month/Veterans Day (11/11)/Thanksgiving (11/25)
Nov	Regular 22	20210022	10/25/21	11/7/21	5/10/2021		10/16/21	11/15/21	9/16/21	11/15/21		
Dec	Shippers 23	20210323	11/8/21	11/21/21			5/10/21	11/1/21	11/30/21	10/1/21	11/30/21	
Dec	Regular 23	20210023	11/8/21	11/21/21	5/24/2021		11/1/21	11/30/21	10/1/21	11/30/21		
Dec	Shippers 24	20210324	11/22/21	12/5/21			5/24/21	11/16/21	12/15/21	10/16/21	12/15/21	Christmas/New Year's Day/Army-Navy Football Game (12/11)
Dec	Regular 24	20210024	11/22/21	12/5/21	6/7/2021		11/16/21	12/15/21	10/16/21	12/15/21		
Jan	Shippers 25	20210325	12/6/21	12/19/21			6/7/21	12/1/21	12/31/21	11/1/21	12/31/21	
Dec	Regular 25	20210025	12/6/21	12/19/21	6/21/2021		12/1/21	12/31/21	11/1/21	12/31/21		
Jan	Shippers 26	20210326	12/20/21	1/2/22			6/21/21	12/16/21	1/15/22	11/16/21	1/15/22	
Dec	Regular 26	20210026	12/20/21	1/2/22	7/5/2021		12/16/21	1/15/22	11/16/21	1/15/22		
Jan	Shippers 1	20220301	1/3/22	1/16/22			7/5/21	1/1/22	1/31/22	12/1/21	1/31/22	



**CY2021 SEASONAL, HOLIDAY, AND CLUB PACK-INDUSTRY**

PACKAGES	EVENT #	DATES	MINIMUM FDS/DSD	MINIMUM FDS/DSD	PRESENTATION TIMEFRAME
			PROMOTIONAL PRICING PERIOD REQUIRED FOR "K" ITEMS	PROMOTIONAL PRICING PERIOD REQUIRED FOR "O" CODED ITEMS	
<b>SEASONAL 2021</b>					
VALENTINE'S DAY FEB 14, 2021	20210030	Jan 2, 2021 - Feb 14, 2021	Dec 18, 2020 - Feb 28, 2021	Oct 1, 2020 - Feb 28, 2021	Jun 29-Jul 10, 2020
EASTER APR 4, 2021	20210031	Feb 15, 2021 - Apr 4, 2021	Feb 1, 2021 - Apr 15, 2021	Nov 18, 2020 - Apr 15, 2021	Jul 20 - Jul 31, 2020
SINUS/ALLERGY SPRING 2021	20210080	Mar 1, 2021 - Apr 30, 2021	Mar 1, 2021 - Apr 30, 2021	Feb 18, 2021 - Apr 30, 2021	Aug 10 - 21, 2020
PASSOVER Mar 27-Apr 4, 2021	20210042	Mar 3, 2021 - Apr 4, 2021	Mar 1, 2021 - Apr 30, 2021	Dec 18, 2020 - Apr 30, 2021	Aug 31 - Sep 11, 2020
SUNCARE 2021	20210061	Mar 1, 2021 - Feb 28, 2022	Mar 1, 2021 - Feb 28, 2022	Dec 18, 2020 - Feb 28, 2022	Sep 7 - 18, 2020
EASTER HAMS 2021	20210041	Mar 10, 2021 - Apr 4, 2021	Feb 18, 2021 - Apr 15, 2021	Jan 1, 2021 - Apr 15, 2021	Nov 2 - 13, 2020
SEVERE WEATHER 2021	20210035	Apr 1, 2021 - Oct 31, 2021	Mar 18, 2021 - Oct 31, 2021	Jan 1, 2021 - Oct 31, 2021	Sep 28 - Oct 8, 2020
MOTHER'S DAY MAY 8, 2021	20210032	Apr 18, 2021 - May 8, 2021	Apr 1, 2021 - May 31, 2021	Jan 18, 2021 - May 31, 2021	Oct 13 - 23, 2020
HEALTHY PET SUMMER EVENT	20210038	May 10, 2021 - Jul 4, 2021	May 1, 2021 - Jul 15, 2021	Feb 18, 2021 - Jul 15, 2021	Nov 9 - 20, 2020
FATHER'S DAY JUN 20, 2021	20210033	May 18, 2021 - Jun 20, 2021	May 1, 2021 - Jun 30, 2021	Feb 18, 2021 - Jun 30, 2021	Nov 9 - 20, 2020
FIRST AID RACK 2021	20210082	May 1, 2021 - Jul 31, 2021	May 1, 2021 - Jul 31, 2021	Apr 18, 2021 - Jul 31, 2021	Nov 30 - Dec 11, 2020
HALLOWEEN OCTOBER 2021	20210034	Aug 1, 2021 - Oct 31, 2021	Aug 1, 2021 - Nov 15, 2021	May 1, 2021 - Nov 15, 2021	Jan 11 - 28, 2021
SINUS/ALLERGY FALL 2021	20210083	Aug 1, 2021 - Sep 30, 2021	Aug 1, 2021 - Sept 30, 2021	Jul 18, 2021 - Sep 30, 2021	Feb 1 - 12, 2021
HEALTHY PET FALL EVENT	20210038	Aug 30, 2021 - Sep 28, 2021	Aug 18, 2021 - Sept 30, 2021	Jun 18, 2021 - Sep 30, 2021	Mar 1 - 12, 2021
WINTER COCOA/CIDER 2021	20210040	Oct 1, 2021 - Mar 31, 2022	Sep 18, 2021 - Mar 31, 2022	July 1, 2021 - Mar 31, 2022	Apr 5 - 18, 2021
FOOTBALL MADNESS SUPER BL FEB 7, 2022	20210088	Oct 1, 2021 - Feb 7, 2022	Sep 18, 2021 - Feb 28, 2022	July 18, 2021 - Feb 28, 2022	Apr 5 - 18, 2021
COUGH/COLD 2021	20210084	Oct 1, 2021 - Feb 28, 2022	Oct 1, 2021 - Feb 28, 2022	Sep 18, 2021 - Feb 28, 2022	May 3 - 14, 2021
<b>HOLIDAYS 2021</b>					
INTERNATIONAL	20210090	Oct 4, 2021 - Dec 25, 2021	Oct 1, 2021 - Jan 15, 2022	June 1, 2021 - Jan 15, 2022	Feb 1 - 12, 2021
HOLIDAYS 2021 INCLUDES:		Oct 4, 2021 - Dec 25, 2021	Oct 1, 2021 - Jan 15, 2022	July 1, 2021 - Jan 15, 2022	
COOKIES/CRACKERS/FRUITCAKE	20210092				Mar 1 - 12, 2021
GIFT PACKS/HBC GIFT PACKS	20210093				Mar 1 - 12, 2021
NONFOOD	20210094				Mar 1 - 12, 2021
DRY GROCERY	20210098				Apr 5 - 18, 2021
BAKING	20210095				Apr 5 - 18, 2021
CHILL/FREEZE/PREPARED MEAT	20210091				Apr 5 - 18, 2021
CANDY	20210098	Nov 1, 2021 - Dec 25, 2021	Oct 18, 2021 - Jan 15, 2022	Aug 1, 2021 - Jan 15, 2022	May 3 - 14, 2021
HOLIDAY HAMS	20210097	Oct 4, 2021 - Dec 25, 2021	Oct 1, 2021 - Jan 15, 2022	Aug 18, 2021 - Jan 15, 2022	May 10 - 21, 2021
<b>CLUB PACKS 2021</b>					
SPRING/SUMMER CLUB PACK UPDATE 2021	20210058	Apr 1, 2021 - Sep 30, 2021			Jan 1, 2021 - Sep 30, 2021
FALL/WINTER CLUB PACK UPDATE 2021	20210057	Oct 1, 2021 - Mar 31, 2022			Jul 1, 2021 - Mar 31, 2022
ANNUAL CLUB PACK UPDATE 2022	20220058	Jan 1, 2022 - Dec 31, 2022			Oct 1, 2021 - Dec 31, 2022



**NATIONAL EVENTS**

**January**

National Hot Tea Month  
 National Soup Month  
 National Oatmeal Month  
 Comfort Food Month  
 National Meat Month

**February**

Black History Month  
 Canned Food Month  
 Great American Pie Month  
 National Cherry Month  
 National Grapefruit Month  
 American Heart Healthy Month  
 National Snack Food Month  
 National Hot Breakfast Month  
 Sweet Potato Month

**March**

National Women's History Month  
 Frozen Food Month  
 Irish American Heritage Month  
 National Nutrition Month  
 National Peanut Month  
 National Sauce Month  
 National Salt Awareness Month

**April**

Jewish American Heritage Month  
 National Grilled Cheese Sandwich Month  
 National Soy Foods Month  
 National Pecan Month

**May**

Asian Pacific American Heritage Month  
 National Egg Month  
 National Salad Month  
 National BBQ Month  
 National Hamburger Month  
 National Pet Month  
 Gifts from the Garden Month

**June**

National Hawaiian Food Week  
 National Dairy Month  
 National Iced Tea Month  
 Fresh Fruits and Vegetables Month  
 National Seafood Month  
 National Candy Month  
 Turkey Lovers Month

**July**

National Ice Cream Month  
 National Hot Dog Month  
 National Family Reunion Month  
 National Watermelon Month  
 National Grilling Month  
 National Blueberry Month  
 National Picnic Month

**August**

Kick-Off Football Season  
 "Get Ready for Kindergarten" Month  
 National Peach Month  
 Family Fun Month  
 National Catfish Month  
 National Water Month

**September**

National Hispanic Heritage Month  
 National Food Safety Month  
 National Healthy Breakfast Month  
 National Chicken Month  
 Organic Harvest Month  
 Honey Month

**October**

Italian American Heritage Month  
 Breast Cancer Awareness Month  
 National Energy Action Month  
 National Apple Month  
 National Chili Month  
 National Dessert Month  
 National Vegetarian Month  
 National Cookie Month  
 National Pizza Month  
 National Popcorn Popping Month  
 Eat Country Ham Month

**November**

National Native American Heritage Month  
 National Pomegranate Month  
 Peanut Butter Lovers Month

**December**

National Fruitcake Month  
 National Egg Nog Month  
 Happy Holidays Month

# JAN

Plan for Upcoming  
o Super Bowl Parties

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## Commissary Promotions & Events

- Football Playoffs:  
*Salty Snacks*  
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- Operation Desert Storm  
Anniversary (17<sup>th</sup>)  
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- Avocado/Guacamole:  
*Appetizers & Dips*  
.....
- Family Fitness Month  
.....
- Nutrition Guide Program  
Promotion  
.....
- Thinking Outside The Box  
Promotion  
.....
- Special Olympics  
.....
- Super Bowl Promotions  
.....
- Red Shirt Day  
*Every Friday Salute  
our Military*

SUN							MON							TUE						
<b>DECEMBER</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31							<b>FEBRUARY</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28													
3							4							5						
003							Spaghetti Day 004							005						
10							11							12						
010							011							012						
17							18							19						
017							Martin Luther King Jr. Day 018							Popcorn Day 019						
24							25							26						
024							025							026						
31							IDEAS:													
031																				

WED							THU							FRI							SAT						
														1 							2						
6							7							8							9						
Bean Day 006							007							 CIVILIAN PAY DAY							009						
13							14							15							16						
013							014							 MILITARY PAY DAY							016						
20							21							22							23						
020							021							 CIVILIAN PAY DAY							Pie Day 023						
27							28							29							30						
Chocolate Cake Day 027							028							029							030						
<b>TO DO:</b>																											
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# MAR

Plan for Upcoming  
o Healthy Lifestyle  
Festival

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## Commissary Promotions & Events

- Frozen Food Month  
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- Daylight Savings Time Begins (14<sup>th</sup>)  
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- Vietnam War Veterans' Day (29<sup>th</sup>)  
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- St. Patrick's Day:  
*Corned Beef & Cabbage*  
.....
- College Basketball Playoffs:  
*Chips, Dips & Nuts*  
.....
- National Nutrition Month  
.....
- Women's History Month  
.....
- ProCamps for Kids Sales Competition  
.....
- YES! - Your Everyday Savings Campaign  
.....
- Red Shirt Day  
*Every Friday Salute our Military*

SUN	MON	TUE
	<b>DP 05 BEGINS</b>  1 Peanut Butter Lover's Day <b>o60</b>	2 <b>o61</b>
	7 Cereal Day <b>o66</b>	8 <b>o67</b>
14 Daylight Savings Time begins Potato Chip Day <b>o73</b>	<b>DP 06 BEGINS</b>  15 <b>o74</b>	16 <b>o75</b>
21 Vietnam War Veterans' Day (29 <sup>th</sup> ) St. Patrick's Day: <i>Corned Beef &amp; Cabbage</i> <b>o80</b>	22 <b>o81</b>	23 <b>o82</b>
28 Passover begins Palm Sunday <b>o87</b>	<b>DP 07 BEGINS</b> Vietnam War Veterans' Day <b>o88</b>	30 <b>o89</b>
<b>IDEAS:</b>		

WED	THU	FRI	SAT
3 <b>o62</b>	4 <b>o63</b>	5  <b>o64</b>	6 <b>o65</b>
10 <b>o69</b>	11 <b>o70</b>	12  <b>o71</b>	13 <b>o72</b>
17 St. Patrick's Day <b>o76</b>	18 <b>o77</b>	19  <b>o78</b>	20 First Day of Spring Ravioli Day <b>o79</b>
24 <b>o83</b>	25 Medal of Honor Day Waffle Day <b>o84</b>	26  <b>o85</b>	27 Spanish Paella Day <b>o86</b>
31 <b>o90</b>	<b>FEBRUARY</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28		<b>APRIL</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
<b>TO DO:</b>			





# MAY

Plan for Upcoming  
Fourth of July Sale

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### Commissary Promotions & Events

Military Appreciation Month

Cinco de Mayo (5<sup>th</sup>)

Military Spouse Day (7<sup>th</sup>)

Mother's Day (9<sup>th</sup>)

Armed Forces Day (15<sup>th</sup>)

Memorial Day (31<sup>st</sup>)

Sidewalk Sales

Healthy Lifestyle Festivals

National Pet Month

Asian Pacific American Heritage

Summer Unofficially Starts:

*Chips & Salty Snacks Displays*

Red Shirt Day

*Every Friday Salute our Military*

SUN							MON							TUE						
<b>APRIL</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30							<b>JUNE</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30													
2							3							4						
122							123							124						
9							<b>DP 10 BEGINS</b>							10						
Mother's Day 129							Shrimp Day 130							131						
16							17							18						
136							137							138						
23							<b>DP 11 BEGINS</b>							24						
143							144							145						
30							31													
150							Memorial Day 151													

WED							THU							FRI							SAT													
<b>IDEAS:</b>																												1						
																												121						
5							6							7							8													
Cinco de Mayo Hoagie Day 125							126							 Military Spouse Day 127							128													
12							13							14							15													
132							Apple Pie Day 133							  							Armed Forces Day Chocolate Chip Day 135													
19							20							21							22													
139							140														142													
26							27							28							29													
146							147							 							Hamburger Day 148													
<b>TO DO:</b>																																		
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# JUL

Plan for Upcoming  
o Labor Day Weekend  
Sale

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## Commissary Promotions & Events

Fourth of July Celebration!

Korean War Veterans  
Armistice Day (27<sup>th</sup>)

Grilling Season:  
*Promo on Fresh Meat  
& Poultry*

Watermelon & Fruit Sales

Water Promo:  
*Commissary Brands,  
Flavored, Sparkling,  
Energy & Electrolytes*

Cross-merchandise Snacks  
with Fruit (Vanilla Wafers  
with Bananas)

Chill Frozen Promos -  
Ice Cream!

Feds Feed Families (Cont'd):  
*Display Box Up Front*

Red Shirt Day  
*Every Friday Salute  
our Military*

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4							5							6						
Independence Day 185							DP 14 BEGINS  Independence Day Observed 186							Fried Chicken Day 187						
11							12							13						
192							193							French Fries Day 194						
18							19							20						
199							DP 15 BEGINS  Ice Cream Day 200							201						
25							26							27						
206							207							Korean War Veterans Armistice Day 208						
<b>IDEAS:</b>																				

WED							THU							FRI							SAT						
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188							Commissary Birthday 182							183							184						
7							8							9							10						
188							189							 9 Sugar Cookie Day 190							191						
14							15							16							17						
195							 15 Bastille Day 195							 16 197							198						
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202							203							 23 Hot Dog Day 204							205						
28							29							30							31						
209							210							 30 Chili Dog Day 211							212						
<b>TO DO:</b>																											



# SEP

## Plan for Upcoming

o Military Veterans Commemoration Ceremony

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## Commissary Promotions & Events

Labor Day Weekend Sale



9/11 Remembrance Day (11<sup>th</sup>)



Air Force Birthday (18<sup>th</sup>)



Disaster Preparedness Campaign



BTS Sidewalk Sales Continue



Family Meal Month



Oktoberfest Promo Begins

*Display German Food Specialties*



Breakfast Bundling Event

*Create with Cereal, Granola Bars, Almond Milk*



Hispanic Heritage Month



Annual Italian/American Festival of Savings



Fruit & Veggies

*More Matters Month*



Red Shirt Day

*Every Friday Salute our Military*

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AUGUST							OCTOBER																				
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Cheese Pizza Day 220							Labor Day 221							222													
12							DP 19 BEGINS							14													
227							Peanut Day 228							229													
19							20							21													
234							235							236													
26							DP 20 BEGINS							28													
Gold Star Mother's Day 241							242							243													
<b>IDEAS:</b>																											

WED				THU				FRI				SAT								
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MILITARY PAY DAY								TOP 10 SALES DAY				CIVILIAN PAY DAY								
244				245				246				247								
8				9				10				11								
251				252				253				Patriot Day 254								
15				16				17				18								
MILITARY PAY DAY								CIVILIAN PAY DAY												
258				Guacamole Day 259				Constitution Day 260				Oktoberfest Air Force Birthday 261								
22				23				24				25								
First Day of Fall Ice Cream Cone Day 265				266				267				268								
29				30																
Coffee Day 272				273																
<b>TO DO:</b>																				
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# OCT

Plan for Upcoming  
o Holiday Décor for  
Holiday Dinners & Parties

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## Commissary Promotions & Events

Columbus Day Weekend Sale

Navy Birthday (13<sup>th</sup>)

Red Ribbon Week (23<sup>rd</sup>-31<sup>st</sup>)

Private Label Fall Sale

Produce Fall Promo  
*Pumpkins, Squash,  
Apples*

Breast Cancer Awareness  
Month

Oktoberfest Promotion  
Continues

National Cheese Month

Baseball World Series  
Party Promotions

Halloween  
Create "Spookiness!"

Terrific Turkey Savings

Italian/American Heritage  
Month

Red Shirt Day  
*Every Friday Salute  
our Military*

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3							4							5						
276							Taco Day 277							278						
10							DP 21 BEGINS							11						
283							Columbus Day 284							Pulled Pork Day 285						
17							18							19						
Pasta Day 290							291							292						
24							DP 22 BEGINS							25						
297							298							Pumpkin Day 299						
31							IDEAS:							26						
Halloween 304																				

WED			THU			FRI			SAT		
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Noodle Day 279			280			281			282		
13			14			15			16		
Navy Birthday 286			Dessert Day 287			288			World Food Day 289		
20			21			22			23		
293			Apple Day 294			295			296		
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<b>TO DO:</b> <hr/> <hr/> <hr/> <hr/>											





FOR CUSTOMERS

Commissaries.com Website



On [www.commissaries.com](http://www.commissaries.com), our mobile-friendly website, you will find the Marketing Materials page (under Our Agency/News Room) that has all of the campaign materials and tools for your use.

Sales Flyer

On our website you will find a Sales Flyer depicting everything on sale for that promotion period. The link may be found on the top right of the Home Page or under Rewards & Savings.



Monthly Sales News Release

Promoting themed, industry sales events, giveaways, and deep discounts in commissaries worldwide and/or stateside only, these releases are distributed worldwide to all military public affairs, newspapers, websites, publications, social media, and radio/TV locales.

Commissary Connection Email Updates

Visit <https://www.commissaries.com/customer-service/commissary-connection> to sign up for Commissary Connection email updates and stay connected to Your Commissary!



Once you subscribe, we'll send you the latest Commissary news, sales and events on a regular basis. Providing your preferred Commissary and favorite topics in your email profile will help us deliver the most timely and relevant information to you!"

Commissary Connection Blog

This is the Defense Commissary Agency's official blog hosted on DoDLive, the Department of Defense WordPress blogging network, at <https://commissaryconnection.dodlive.mil/>.



This blog is focused on Your Commissary and its connection to the military community. Featured content may range from human interest stories and shopping tips to videos, notifications about Commissary programs/events and more!

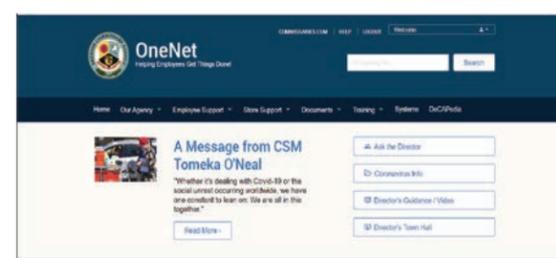
Social Media



Within the social media venues, you can find promotions and pertinent information posted on Facebook, Twitter, Pinterest, Instagram, Vimeo and YouTube accounts.

FOR TEAM MEMBERS

OneNet Website



OneNet, DeCA's interactive, internal website, gives employees access to tools, documents, information and idea sharing across the enterprise.

Communities of Practice (COP)

A wealth of information updated daily on the COP site on OneNet is created exclusively for store management to stay informed of all up-to-date news pertaining to our daily activities and alerts that may affect business



DeCA 2020 E-Newsletter

A monthly electronic newsletter available to all DeCA employees offering best practices, individual employee accomplishments, and news regarding the agency.

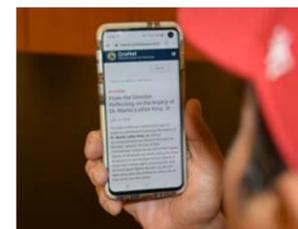


Vision Magazine

A long-standing internal communication tool/magazine for employees worldwide. Here you can find best practices, sales tips, event photos and outstanding ideas for your commissaries' promotion periods.



OneMail



OneMail, OneNet's email subscription tool, allows employees to subscribe to get notifications on late-breaking DeCA news sent right to their mobile devices.

DeCA Communication Toolbox

Visit <https://onenet.commissaries.com/our-teams/corporate-communications> to access various communication tools to help our stores spread the story of the benefit. You will find links to the Commissary 101 briefing, bios, store webpage style guide, photo aids and other helpful resources.

COMMISSARY PROGRAMS

YES! Program

Short for "Your Everyday Savings!," the YES! program helps make commissaries in CONUS, Alaska and Hawaii more competitive with grocers outside the gate who often lower prices on certain goods to entice consumers inside their store where more expensive items await. With YES! we are using variable pricing to allow us to compete with other retailers who often drop prices on attractive 'image' items that consumers tend to buy the most. Lowering prices on these items reinforces the fact that our patrons' best option for overall savings remains at their commissary.



Commissary Gift Cards

Your commissary offers gift cards that can be purchased inside the commissary at the register or the customer service desk, as well as, online. Anyone can purchase these gift cards whether they are an authorized patron or not, both in the store and online at [commissaries.com](http://commissaries.com). If someone orders online, they can have them shipped anywhere in the U.S. or to APO, FPO or DPO addresses outside the U.S. The recipients of these cards must be authorized to use the commissary. Commissary gift cards are available for sale at your neighboring Navy Exchange (NEX) or Army & Air Force Services Exchange (Exchange) and reciprocally, your commissary sells both NEX and AAFES Exchange gift cards.

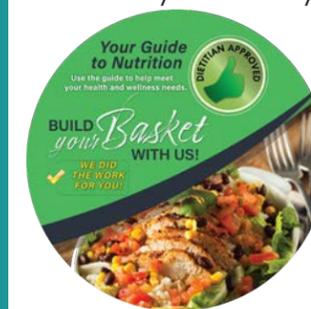


Guard / Reserve On-Site Sales

The Defense Commissary Agency's Guard/Reserve On-Site Sales program brings the commissary benefit to all authorized commissary customers who do not live near one of our stateside stores by teaming up with National Guard and Reserve units to bring special sales to their installations. Just like any commissary, on-site sales offer a variety of products at cost plus 5 percent surcharge. Visit our website and/or sign up for our monthly e-newsletter, Commissary Connection, to find out when we will be bringing the benefit to you! Keep in mind that Guard/Reserve On-Site sales may be suspended due to the COVID-19 pandemic.

Nutrition Guide Program (NGP)

The military community should have confidence in building your basket with us using the NGP. It's scientifically credible and was designed to align with DOD messaging.



- It helps you build a healthy eating pattern
- The thumbs call out "Dietitian Approved" high nutrition quality and high performance food
- This enhanced version of the NGP has around 2,600 Dietitian-Approved items, 4x the number of the original version
- Serves as an easy-to-use guide for your grocery shopping choices

Thinking Outside the Box

The "Thinking Outside the Box" dietitian-approved meals offer quick solutions for your busy lifestyle. You can feel confident in knowing they are healthy and economical. You'll see tips and suggestions on how to use leftover items after preparing your meal. This resource provides nutrition education on how to build a healthy eating pattern. These meals often times offer a tastier and healthier version of some of your favorite high-calorie and/or high-fat dishes. A new "Thinking Outside the Box" is featured with every sales flyer. This savings is extended even further. For example, if the meal solution calls for canned peaches, no added sugar, the savings is extended to all canned fruits of the same size and brand.



# COMMISSARY BRANDS



Delicious food shouldn't come at a high price or just when it's on sale. Our Freedom's Choice brand was developed for this very reason. Freedom's Choice food options offer a full line of food items that are equal to or better than the national brand.



We want our military families to have healthy, wholesome options. That's why we're offering Full Circle Market products, including GMO-Free and USDA-organic-certified items. Our Full Circle options provide sustainable, simple and better choices through all natural ingredients, all while not costing a fortune or sacrificing taste.



You're the highlight of your pets' lives so why not give them the best? Our Pure Harmony dog and cat foods and treats are made from real wholesome ingredients from a variety of food groups using real meat as the first ingredient. You can count on Pure Harmony to skip the animal by-product meal, preservatives flavors or colors, and fill up on rich antioxidants, vitamins and minerals so you can keep your best friend around for years to come.



Flock's Finest wild bird food helps you transform your outdoor space to a songbird paradise. Made in the USA for use in hopper, tube or platform feeders, Flock's Finest is sure to attract your favorite songbirds for a fraction of the price you would pay for branded bird food.



Taking care of business around the home shouldn't be complicated. HomeBase brands help take the guesswork out of the grunt work by offering a line of quality nonfood items such as paper towels, garbage bags, aluminum foil and other household items at a fraction of the national brand price.



Wide Awake delivers ready to drink coffee beverages with distinctive flavor and quality. Whether you are wise like an owl, strong like a lion or even a little fancy like a poodle, there is a Wide Awake coffee beverage flavor that matches you. Find your favorite flavor and unleash your coffee animal!

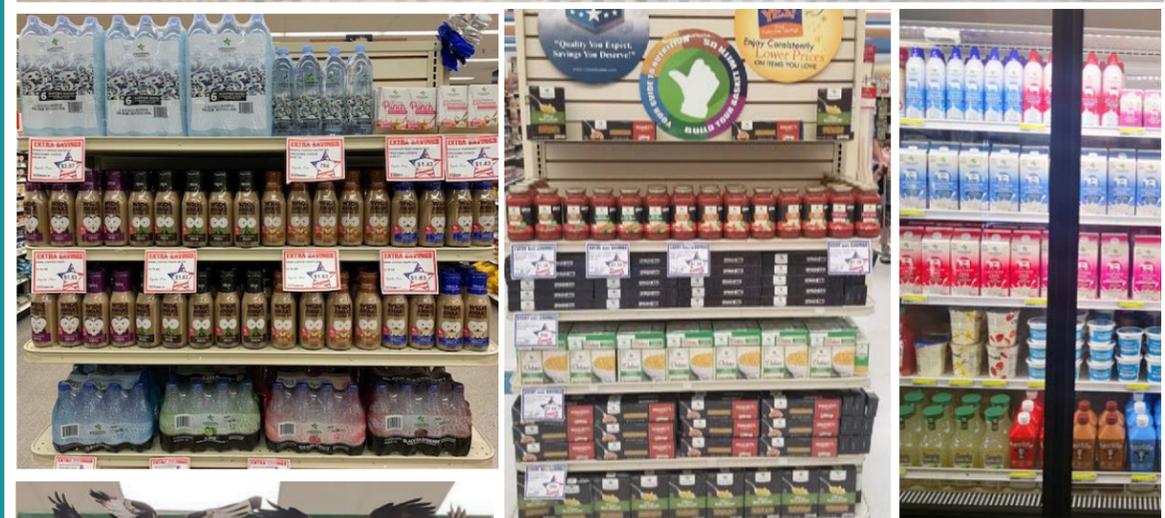


Your baby deserves a happy, healthy future. We care about helping our military parents in that effort by providing a full range of trusted baby and child care solutions that deliver quality products at even greater savings.



No one should have to break the bank to stay healthy. That's why we offer our patrons TopCare – the go-to health and beauty brand that provides our customers with affordable products that are as effective as the big brands. All TopCare over the counter products match the national brand's active ingredient and are FDA- certified. Each product is laboratory-tested to guarantee its highest quality, so you can get everything you need in one shopping trip.

# COMMISSARY BRANDS



We've done the work for you! All of these resources are dietitian-approved, scientifically credible and your health and wellness professionals on your installation will stand behind them.

Use these to engage your installation partners so they can help you drive traffic to your store and increase your sales.

### Nutrition Guide Program



The Nutrition Guide Program (NGP) is a shelf tagging system that aligns with DoD messaging. There are champions outside the Commissary telling customers to use the NGP to fill their cart with thumbed items.

When the Healthy Lifestyle Festival comes around, make a display of only thumbed items to facilitate the impulse buy and show our customers how easy it is to build a nutritious cart.

The new Nutrition Guide Program (NGP) now focuses on "Dietitian-Approved Items" to make it easier on the store to maintain, while also decreasing the confusion related to attributes.

### Dietitian-Approved Fueling Stations

Dietitian-Approved Fueling Stations are grab and go sections filled with Dietitian Approved snacks, salads, and sandwiches.

These stations have shown to be huge traffic drivers during meal times and also support impulse buying, especially if they are located up front in the store. These stations are implemented at the request of the store.



### Dietitian-Approved Recipe Posters

Each store was sent 52 Dietitian-Approved Recipe Posters. Use these posters to build displays in the store, highlighting your meat or produce specials.

The posters can also be loaned out to your local health and wellness assets so they can display these posters in areas outside of the Commissary and help drive traffic to your store.

They can be a great tool to build a strong partnership with the local installation community with minimal effort.



### Thinking Outside the Box

Thinking Outside the Box is built into the sales flyer. Each meal solution offers 20% off shelf stable items. This savings is extended even further. For example, if the meal solution calls for canned peaches, no added sugar, the savings is extended to all canned fruits of the same size and brand.



Build them as displays or give the meal solutions, with the accompanying nutrition education, to your local health and wellness asset and they can teach your customers for you.



### Dietitian-Approved Recipe Cooking & Shopping Demonstrations

One of the ways your installation assets can partner with you is by demonstrating how easy it is to cook one of our dietitian-approved meals in the store and do shopping tours highlighting our deli and health and wellness resources.

Don't forget to make it a requirement that they promote the event so they are driving traffic.



**Thinking Outside the Box!**

**Save a Healthy 20%**

The "Thinking Outside the Box" meals offer quick solutions for your busy lifestyle. You can feel confident in knowing they are healthy and economical. You'll also see tips and suggestions on how to use the leftover items after preparing your meal. They feature a key nutrient and align with the Dietary Guidelines for Americans and may even be a tastier and healthier version of a high-fat or high-calorie dish. Find the ingredients for the latest "Thinking Outside the Box" recipe, Fajita Bowl, at special savings at your commissary now!



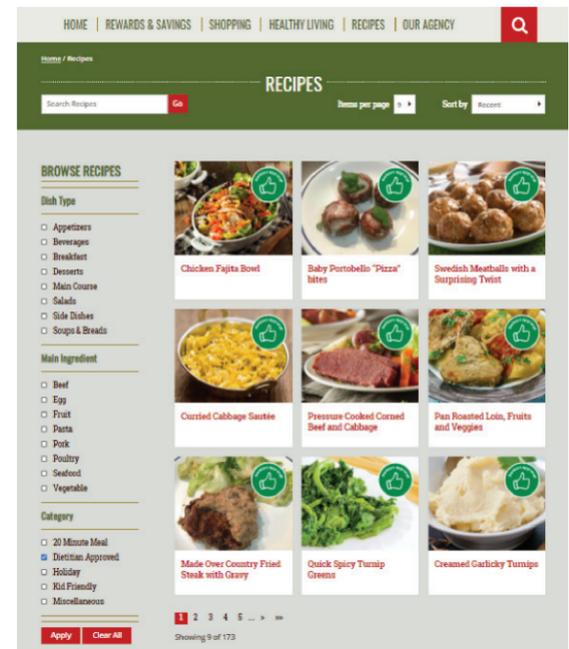
There is a collection of Thinking Outside The Box recipes on commissaries.com under the Healthy Living tab to help promote customer nutrition. These resources can be printed out to promote themes and displays and to hand out to customers during health fairs and events at the store and around the installation.

### Dietitian-Approved Recipes on Commissaries.com

Health and Wellness has developed a robust list of recipes, all searchable, all on commissaries.com. Use these recipes in your store to promote products and provide additional health and wellness customer touchpoints.

Partner with your installation's public affairs office (PAO) by sharing our 150+ dietitian-approved recipes that are royalty free and can be shared by anyone.

When you're promoting a particular meat or produce sale, choose a recipe that features that item and work with your local PAO to promote the dietitian approved recipe display.



## LEADERSHIP QUOTES

“

“Be willing to make decisions. That’s the most important quality in a good leader.”  
GENERAL GEORGE S. PATTON

“**C**ourage is doing what you’re afraid to do. There can be no courage unless you’re scared.”

EDDIE RICKENBACKER,  
WORLD WAR I PILOT

**“THE PATH TO YOUR SUCCESS SHOULD NOT BE LAID BY THE FOOTPRINTS OF OTHERS, BUT OF YOUR OWN, EVEN IF SUCCESS IS NOT GUARANTEED WHEN YOU TAKE THE FIRST STEP!”**

COMMAND SERGEANT MAJOR TOMEKA O’NEAL

“Because the crew was convinced that I was ‘on their team’ there were never any issues with negative criticism . . . You as a mentor have to establish that you are sincerely interested in the problems of the person you are mentoring.”  
CAPTAIN L. DAVID MARQUET

“A true leader has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of others.”  
GENERAL DOUGLAS MACARTHUR

“The most important thing I learned is that soldiers watch what their leaders do. You can give them classes and lecture them forever, but it is your personal example they will follow.”  
GENERAL COLIN POWELL

“As a leader, you’re really a servant, so you serve those who you lead. I think the attributes of any leader start with integrity.”  
LTG NADJA WEST,  
U.S. ARMY SURGEON GENERAL

**“NEVER FORGET THAT NO MILITARY LEADER HAS EVER BECOME GREAT WITHOUT AUDACITY.”**

CARL VON CLAUSEWITZ,  
PRUSSIAN GENERAL AND  
MILITARY THEORIST

From strategy to persevering, **anyone** can gain inspiration and insight from great **military leaders.**

This selection of quotes provides a helpful reminder of some key priorities like integrity, accountability, mentoring, and simplifying what needs to be done.

## LEADERSHIP QUOTES

“Provide a strategic vision. Visualize where you want your team to be in the future and then design a roadmap to get there. It is key that every individual in your organization understands how important he or she is to accomplishing the vision.”

GENERAL ANN DUNWOODY,  
U.S. ARMY, FIRST FEMALE 4-STAR GENERAL

“The lessons I’ve learned as an officer, the challenges I’ve faced, and the camaraderie I’ve experienced are at the core of who I am.”

LTC TAMMY DUCKWORTH,  
US ARMY, COMBAT VETERAN/HELICOPTER PILOT/U.S. SENATOR

**“NEVER TELL PEOPLE HOW TO DO THINGS. TELL THEM WHAT TO DO AND THEY WILL SURPRISE YOU WITH THEIR INGENUITY.”**

GENERAL GEORGE S. PATTON

The supreme quality for leadership is unquestionably integrity. Without it, no real success is possible, no matter whether it is on a section gang, a football field, in an army, or in an office.”

GENERAL DWIGHT D. EISENHOWER

“The truth of the matter is that you always know the right thing to do. The hard part is doing it.”

GENERAL NORMAN SCHWARZKOPF

“I’d come out of Harlem, I had been taught well . . . Even when I wasn’t head nurse, I worked like I was . . . and got the job done. That was the thing — to take care of the patient,”

BG HAZEL JOHNSON-BROWN,  
CHIEF, U.S. ARMY NURSE CORPS

“Never give an order that can’t be obeyed.”

GENERAL DOUGLAS MACARTHUR

Leadership is solving problems. The day soldiers stop bringing you their problems is the day you have stopped leading them. They have either lost confidence that you can help or concluded you do not care. Either case is a failure of leadership.”

GENERAL COLIN POWELL,  
FORMER U.S. SECRETARY OF STATE

“Leadership is a potent combination of strategy and character. But, if you must be without one, be without strategy.”

GENERAL NORMAN SCHWARZKOPF

“It doesn’t take a hero to order men into battle. It takes a hero to be one of those men who goes into battle.”

GENERAL NORMAN SCHWARZKOPF

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# NOTES

## JANUARY

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## FEBRUARY

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## DECEMBER

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**Facebook:** [www.facebook.com/YourCommissary](http://www.facebook.com/YourCommissary)  
**Instagram:** [www.instagram.com/YourCommissary](http://www.instagram.com/YourCommissary)  
**Twitter:** [www.twitter.com/YourCommissary](http://www.twitter.com/YourCommissary)  
**Pinterest:** [www.pinterest.com/YourCommissary](http://www.pinterest.com/YourCommissary)  
**YouTube:** [www.youtube.com/DefenseCommissary](http://www.youtube.com/DefenseCommissary)  
**Vimeo:** [www.vimeo.com/DefenseCommissary](http://www.vimeo.com/DefenseCommissary)  
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**Commissary Connection Blog:** <http://commissaryconnection.dodlive.mil>  
**Commissary Connection E-Newsletter:** [www.commissaries.com/subscribe.cfm](http://www.commissaries.com/subscribe.cfm)



[www.commissaries.com](http://www.commissaries.com)