



DEFENSE COMMISSARY AGENCY
HEADQUARTERS AND SUPPORT CENTER
1300 EISENHOWER AVENUE
FORT GREGG-ADAMS, VIRGINIA 23801-1800

MPS

January 2, 2025

NOTICE TO THE TRADE – DeCA NOTICE 25-25

SUBJECT: Private Label Product Reviews Notification

The purpose of this notice is to advise the Industry that the Sales Directorate, Commissary Store Brand team, will be reviewing offers for Private Brand Frozen Snacks under the Freedom's Choice label. The request for information should include a cost savings of no less than 22% below the name brand equivalent currently available in the Defense Commissary Agency.

Finger foods like mozzarella sticks, potato skins, poppers, sliders, and corndogs will be considered. You may also present other high-volume items that complement the category.

Appointments/presentations will be accepted now through January 23, 2025. Appointment requests must be submitted no later than January 10, 2025.

All files larger than 5 MB should be uploaded to the DoD SAFE at the following website: <https://safe.apps.mil>. This review is open to current and potential new vendors seeking business opportunities with DeCA.

Questions concerning this notice can be directed to the Commissary Store Brand Team at deca.gregg-adams.hq.list.mpse@mail.mil.

Scott Daly
Acting Director of Sales