



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

MSN

July 24, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-157

SUBJECT: CY 2027 Promotional Calendars

The purpose of this “Notice to the Trade” is to provide Industry with the attached CY 2027 National Display, Seasonal Holiday, and Club Pack promotions calendars. These calendars provide industry with information necessary to submit product proposals for promotional consideration.

The display theme events listed on the right side of the National Display Calendar include national holiday and significant events that will be the primary focus for each display period. Industry should submit products that match the theme and seasonality identified. DeCA will consider other promotional themes if there are opportunities for additional sales and excitement for our patrons.

In addition to display dates, the attached calendars provide submission deadlines for submitting promotional cost and adjustments information. Please note the CY 2027 promotion periods for regular and shipper, pallet, one-time buys are for two-week periods. Display dates that share the same “K” and “O” coded promotional pricing are highlighted in blue separate and earlier time requirements are listed for O-coded items to meet OCONUS order-ship-time.

Point of contact for this notice is Nickolas Galindo, Promotions Coordinator,
nickolas.galindo@deca.mil; (804)734-8000 ext. 48223.

**Robert
Culbreth**

Robert B. Culbreth
Director of Sales, Non-Fresh

Digitally signed by Robert
Culbreth
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