



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

MSN

August 24, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-171

SUBJECT: Jacksonville's Pet Alcove Creation

This "Notice to the Trade" is intended to inform all concerned that Jacksonville will be creating and building a Pet Alcove designed to become a true destination for all Pet owners.

As part of this initiative, the current Bread will be relocated to the space currently occupied by the departing Pet sections. In addition, multiple non-food categories will be repositioned and reset to create a preferred shopping flow throughout the affected aisles.

To accomplish this undertaking, DeCA will utilize cluster merchandising planograms specific to Jacksonville's 52-week performance. All sets will be created without replacement shelving.

These resets will take place over two nights, beginning the evening of Wednesday September 9, 2026. The work will be conducted overnight after the store closes, allowing customers to experience an improved shopping environment each following day.

Reset Schedule

- Wednesday, September 9th at 2000.
- Thursday, September 10th at 2000.

Industry partner support each night will be paramount to creating the Pet Alcove and resetting the affected aisles to provide a better shopping experience. We are requesting each company participating to send a list of their team members attending NLT September 1st, 2026.

If you have any questions or concerns, please contact Michael Denny at michael.denny@deca.mil or 785-571-8000.

Robert B. Culbreth
Director of Sales, Non-Fresh