

Read and Relied Upon by Military Resale Decision-Makers

ISSUE	FEATURED TOPICS
<p>JANUARY</p> <p>Closing: Dec. 9, 2015 Materials: Dec. 18, 2015</p>	<p>CHIEF MARKETERS/MERCHANDISERS</p> <p>CMO FY-End Sales Strategies Tactical Equipment Snack Avenue - Grab 'n' Go</p> <p>DeCA Million-Dollar Vendors Easter Candy (Not Just Chocolate) School Foods • Organics</p> <p>Vitamins/Supplements <i>Navy Exchange Impact Workshop, Virginia Beach, Jan. 25-27</i></p> <p>Worldwide Exchange Wall Map</p>
<p>FEBRUARY</p> <p>Closing: Jan. 15 Materials: Jan. 26</p>	<p>150 YEARS OF COMMISSARIES • DECA'S MBU</p> <p>Managing Categories at DeCA Breakfast Benefits ... From Cereal to Yogurt Candy • Snacks All Beverages</p> <p>Everything Pets: Treats • Toys • Foods • Supplies Operation Live Well: Healthy Foods Protein Power: Red Meat, White Meat ... and More</p>
<p>MARCH</p> <p>Closing: Feb. 11 Materials: Feb. 22</p>	<p>NEXCOM 70TH ANNIVERSARY ISSUE</p> <p>Health & Beauty Care Trends Vitamins, Supplements, Energy Foods Back-to-School Stationery & Supplies Snacks</p> <p>Candy Craft Beer: Building Sales Wine/Spirits Produce</p>
<p>APRIL</p> <p>Closing: March 11 Materials: March 22</p>	<p>CONFERENCE/ROUNDTABLE ISSUE</p> <p><i>MSM/GM Conference</i> Current AAFES Plans and Programs Hardlines - Softlines/Activewear - Consumables</p> <p><i>Commissary Roundtable</i> DeCA Executive Interviews Nielsen: Commissaries vs. Supermarkets Special Diets</p> <p>Summer Beverages What's New in the Candy Aisle • Snack Categories</p> <p><i>Commissary Roundtable, Richmond, April 21-22</i> <i>AAFES MSM/GM Conference, Dallas, April 24-28</i></p>
<p>MAY</p> <p>Closing: April 12 Materials: April 21</p>	<p>SPOTLIGHT YOUR PROMOTIONS</p> <p>Snacks • Candy Halloween Promotions: This Year's Treats Emblematics/Logo Merchandise Hot Movers in the Freezer Case</p> <p>Energy Drinks Back-to-School Foods Pet Food/Supplies National Brand Fast Foods</p>
<p>JUNE</p> <p>Closing: May 10 Materials: May 19</p>	<p>AAFES MILLION-DOLLAR VENDORS</p> <p>Everything Holidays ... Candy • Foods • Furniture • Accessories • Electronics Tactical Gear • Class Six/Package Stores Vitamins, Supplements, Energy Foods Stationery/School/Home Office Supplies</p>

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<p>JULY</p> <p>Closing: June 7 Materials: June 16</p>	<p>150 YEARS OF COMMISSARIES • DECA EXECS</p> <p>DeCA Directors/Managers, Store Level to HQ Poultry, Seafood, Meat ... Protein Portions Candy • Snacks Healthy Foods • Organics • Produce</p> <p>NEXCOM MILLION-DOLLAR VENDORS</p>				
<p>AUGUST</p> <p>Closing: July 7 Materials: July 15</p>	<p>VCS 70TH ANNIVERSARY ISSUE</p> <table border="0"> <tr> <td data-bbox="454 766 998 871"> <p>Good-for-You Foods Direct Store Delivery: Baked Goods, Snacks Candy Merchandising</p> </td> <td data-bbox="1047 766 1550 871"> <p>Emblematics/Logo Merchandise Beverages (Soda/Water/Isotonics/Juices) Stationery/School/Home Office Supplies</p> </td> </tr> </table>	<p>Good-for-You Foods Direct Store Delivery: Baked Goods, Snacks Candy Merchandising</p>	<p>Emblematics/Logo Merchandise Beverages (Soda/Water/Isotonics/Juices) Stationery/School/Home Office Supplies</p>		
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<p>SEPTEMBER</p> <p>Closing: Aug. 1 Materials: Aug. 9</p>	<p>FAMILY PETS</p> <table border="0"> <tr> <td data-bbox="511 997 998 1060"> <p>Pet Food - Toys - Treats - Pet Care Exchange Food Courts</p> </td> <td data-bbox="1104 997 1477 1060"> <p>Holiday Stocking/Holiday Foods Candy</p> </td> </tr> <tr> <td colspan="2" data-bbox="682 1081 1315 1144"> <p>Vitamins & Supplements • Energy Drinks Military C/Stores: Marine Marts, Mini-Marts, Expresses</p> </td> </tr> </table>	<p>Pet Food - Toys - Treats - Pet Care Exchange Food Courts</p>	<p>Holiday Stocking/Holiday Foods Candy</p>	<p>Vitamins & Supplements • Energy Drinks Military C/Stores: Marine Marts, Mini-Marts, Expresses</p>	
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<p>OCTOBER</p> <p>Closing: Aug. 26 Materials: Sept. 7</p>	<p>MILITARY RESALE MARKET HANDBOOK</p> <table border="0"> <tr> <td data-bbox="527 1291 998 1386"> <p>Interviews with Key Leaders, Buyers' Names & Contact Info Store-by-Store Sales and More!</p> </td> <td data-bbox="1161 1291 1421 1386"> <p>Tactical Gear Update Candy Trends Military Promotions</p> </td> </tr> <tr> <td colspan="2" data-bbox="812 1396 1193 1428"> <p>*** CONVENTION ISSUE ***</p> </td> </tr> </table>	<p>Interviews with Key Leaders, Buyers' Names & Contact Info Store-by-Store Sales and More!</p>	<p>Tactical Gear Update Candy Trends Military Promotions</p>	<p>*** CONVENTION ISSUE ***</p>	
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<p>NOVEMBER</p> <p>Closing: Oct. 7 Materials: Oct. 24</p>	<p>BIG GAME BUILD-UP</p> <table border="0"> <tr> <td data-bbox="576 1533 998 1627"> <p>Beverages and Snacks Sports Nutrition Sporting Goods</p> </td> <td data-bbox="1144 1533 1437 1627"> <p>Softlines/Activewear Candy Class Six/Package Stores</p> </td> </tr> </table>	<p>Beverages and Snacks Sports Nutrition Sporting Goods</p>	<p>Softlines/Activewear Candy Class Six/Package Stores</p>		
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<p>DECEMBER</p> <p>Closing: Nov. 10 Materials: Nov. 18</p>	<p>DeCA 2016 YEAR-END REPORT</p> <table border="0"> <tr> <td data-bbox="576 1785 998 1879"> <p>Military Distribution Stocking Up for Spring Snacks</p> </td> <td data-bbox="1128 1785 1453 1879"> <p>Candy Consumer Electronics Commissaries: Healthy Eats</p> </td> </tr> </table>	<p>Military Distribution Stocking Up for Spring Snacks</p>	<p>Candy Consumer Electronics Commissaries: Healthy Eats</p>		
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