

Read and Relied Upon by Military Resale Decision-Makers

ISSUE	FEATURED TOPICS							
<p>JANUARY</p> <p>Closing: Dec. 7, 2016 Materials: Dec. 16, 2016</p>	<p>COMMISSARIES 150 YEARS LATER</p> <table border="0"> <tr> <td data-bbox="500 472 1003 646"> <p>Category Management: DeCA's MBU Healthy Foods: Operation Live Well Benefits of Breakfast: Hot and Cold Beverages, All Types Candy for Easter and Beyond</p> </td> <td data-bbox="1003 472 1570 646"> <p>DeCA Million-Dollar Vendors Snacks Tactical Equipment & Supplies Vitamins/Supplements Organics</p> </td> </tr> </table>		<p>Category Management: DeCA's MBU Healthy Foods: Operation Live Well Benefits of Breakfast: Hot and Cold Beverages, All Types Candy for Easter and Beyond</p>	<p>DeCA Million-Dollar Vendors Snacks Tactical Equipment & Supplies Vitamins/Supplements Organics</p>				
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<p>FEBRUARY</p> <p>Closing: Jan. 12 Materials: Jan. 23</p>	<p>FOCUS ON EXCHANGES</p> <table border="0"> <tr> <td data-bbox="500 766 1003 892"> <p><i>MSM/GM Conference</i> Current AAFES Plans and Programs Hardlines - Softlines/Activewear - Consumables</p> </td> <td data-bbox="1003 766 1570 892"> <p>Grab 'n' Go Snack Avenue Candy Pet Faves: • Foods • Toys • Treats • Supplies</p> </td> </tr> <tr> <td colspan="2" data-bbox="500 913 1570 976" style="text-align: center;"> <p><i>AAFES MSM/GM Conference, Dallas, March 7-10</i> <i>Exchange Impact Conference, Dallas, March 14-15</i></p> </td> </tr> <tr> <td colspan="2" data-bbox="500 1008 1570 1060" style="text-align: center;"> <p>Worldwide Exchange Wall Map</p> </td> </tr> </table>		<p><i>MSM/GM Conference</i> Current AAFES Plans and Programs Hardlines - Softlines/Activewear - Consumables</p>	<p>Grab 'n' Go Snack Avenue Candy Pet Faves: • Foods • Toys • Treats • Supplies</p>	<p><i>AAFES MSM/GM Conference, Dallas, March 7-10</i> <i>Exchange Impact Conference, Dallas, March 14-15</i></p>		<p>Worldwide Exchange Wall Map</p>	
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<p>MARCH</p> <p>Closing: Feb. 9 Materials: Feb. 21</p>	<p>CHIEF MARKETERS/MERCHANDISERS</p> <table border="0"> <tr> <td data-bbox="500 1165 1003 1291"> <p>CMO FY17 Sales Plans Military Committees on Capitol Hill Beer, Wine, Spirits Candy</p> </td> <td data-bbox="1003 1165 1570 1291"> <p>Health & Beauty Care Vitamins, Supplements, Energy Foods Back-to-School Supplies Snacks</p> </td> </tr> </table>		<p>CMO FY17 Sales Plans Military Committees on Capitol Hill Beer, Wine, Spirits Candy</p>	<p>Health & Beauty Care Vitamins, Supplements, Energy Foods Back-to-School Supplies Snacks</p>				
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<p>APRIL</p> <p>Closing: March 10 Materials: March 21</p>	<p>COMMISSARY TRANSFORMATION UPDATE</p> <table border="0"> <tr> <td data-bbox="500 1407 1003 1533"> <p>Business and Benefit— DeCA Executive Interviews Nielsen: Commissaries vs. Supermarkets Produce</p> </td> <td data-bbox="1003 1407 1570 1533"> <p>Powerful Protein: Eggs, Veggies, Beans; Steaks and Shakes Summer Beverages Snack Categories • New in the Candy Aisle</p> </td> </tr> </table>		<p>Business and Benefit— DeCA Executive Interviews Nielsen: Commissaries vs. Supermarkets Produce</p>	<p>Powerful Protein: Eggs, Veggies, Beans; Steaks and Shakes Summer Beverages Snack Categories • New in the Candy Aisle</p>				
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<p>MAY</p> <p>Closing: April 7 Materials: April 18</p>	<p>PROMOTIONS SPOTLIGHT</p> <table border="0"> <tr> <td data-bbox="500 1648 1003 1743"> <p>Candy • Snacks Halloween Tricks and Treats Energy Drinks</p> </td> <td data-bbox="1003 1648 1570 1743"> <p>Pet Food/Supplies Logo Merchandise/Emblematics National Brand Fast Foods</p> </td> </tr> </table>		<p>Candy • Snacks Halloween Tricks and Treats Energy Drinks</p>	<p>Pet Food/Supplies Logo Merchandise/Emblematics National Brand Fast Foods</p>				
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<p>JUNE</p> <p>Closing: May 5 Materials: May 16</p>	<p>AAFES MILLION-DOLLAR VENDORS</p> <p>Holiday Stocking: Foods • Candy • Giftware • Luggage • Electronics • Party Paraphernalia • Furniture • Accessories Tactical Gear and Apparel • Class Six/Package Stores Vitamins, Supplements, Energy Foods</p>							

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ISSUE	FEATURED TOPICS
JULY	DECA EXECUTIVE DIRECTORY
Closing: June 7 Materials: June 16	Commissary Directors/Managers, Store Level to HQ Pro Protein: Meat, Poultry, Seafood Healthy Foods • Produce • Organics Snacks • Candy NEXCOM MILLION-DOLLAR VENDORS
AUGUST	MARINE CORPS EXCHANGE 120TH ANNIVERSARY
Closing: July 7 Materials: July 18	MCX Progress Report: Superstore and TFE 120-Year Timeline Emblematics/Logo Merchandise Good-for-You Foods Candy Merchandising Beverages (Soda/Water/Isotonics/Juices)
SEPTEMBER	FAMILY PETS
Closing: Aug. 1 Materials: Aug. 9	Pet Food - Pet Care - Treats - Toys Exchange Food Courts Direct Store Delivery: Baked Goods, Snacks Candy Vitamins & Supplements • Energy Drinks Military C/Stores: Expresses, Mini-Marts, Marine Marts
OCTOBER	MILITARY RESALE MARKET HANDBOOK
Closing: Aug. 28 Materials: Sept. 7	Interviews with Key Leaders Buyers' Names & Contact Info Store-by-Store Sales ... and More! Tactical Gear Update Military Promotions Candy Trends *** CONVENTION ISSUE ***
NOVEMBER	HEALTHY NEW YEAR
Closing: Oct. 10 Materials: Oct. 24	Softlines/Activewear Candy Class Six/Package Stores Snacks and Beverages Sporting Goods Sports Nutrition Operation Live Well: Healthy Foods, Healthy Lifestyles
DECEMBER	DECA 2017 YEAR-END REPORT
Closing: Nov. 9 Materials: Nov. 20	Military Distribution Snacks Consumer Electronics Candy Closing Out the Retail Year Specialty Foods