

Read and Relied Upon by Military Resale Decision-Makers

ISSUE	FEATURED TOPICS				
<p>JANUARY</p> <p>Closing: Dec. 20, 2017 Materials: Jan. 4, 2018</p>	<p>COMMISSARY PLANS</p> <table border="0"> <tr> <td data-bbox="522 485 998 611"> <p>DeCA's New MBU Fresh Market Breakfast Business Organics</p> </td> <td data-bbox="998 485 1479 611"> <p>Snacks • Beverages Vitamins/Supplements Branded Food Service Candy for Easter and Spring</p> </td> </tr> <tr> <td colspan="2" data-bbox="522 632 1479 680" style="text-align: center;"> <p>DeCA Million-Dollar Vendors</p> </td> </tr> </table>	<p>DeCA's New MBU Fresh Market Breakfast Business Organics</p>	<p>Snacks • Beverages Vitamins/Supplements Branded Food Service Candy for Easter and Spring</p>	<p>DeCA Million-Dollar Vendors</p>	
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<p>FEBRUARY</p> <p>Closing: Jan. 15 Materials: Jan. 23</p>	<p>CHIEF MARKETERS/MERCHANDISERS</p> <table border="0"> <tr> <td data-bbox="522 793 998 890"> <p>CMO FY18 Sales Plans Spirits, Wine, Beer Sweets for the Sweet</p> </td> <td data-bbox="998 793 1479 890"> <p>Grab 'n Go Snack Avenue Pet Goods: • Toys • Treats • Foods • Supplies</p> </td> </tr> <tr> <td colspan="2" data-bbox="522 940 1479 989" style="text-align: center;"> <p>Worldwide Exchange Wall Map</p> </td> </tr> </table>	<p>CMO FY18 Sales Plans Spirits, Wine, Beer Sweets for the Sweet</p>	<p>Grab 'n Go Snack Avenue Pet Goods: • Toys • Treats • Foods • Supplies</p>	<p>Worldwide Exchange Wall Map</p>	
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<p>MARCH</p> <p>Closing: Feb. 9 Materials: Feb. 21</p>	<p>PROMOTIONS SPOTLIGHT</p> <table border="0"> <tr> <td data-bbox="522 1102 998 1199"> <p>Health & Beauty Care Vitamins, Supplements, Energy Foods Nuts, Chips, Jerky, Mixes</p> </td> <td data-bbox="998 1102 1479 1199"> <p>Logo Merchandise/Emblematics National Brand Fast Foods Candy</p> </td> </tr> </table>	<p>Health & Beauty Care Vitamins, Supplements, Energy Foods Nuts, Chips, Jerky, Mixes</p>	<p>Logo Merchandise/Emblematics National Brand Fast Foods Candy</p>		
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<p>APRIL</p> <p>Closing: March 20 Materials: March 29</p>	<p>RESALE CONFERENCES</p> <table border="0"> <tr> <td data-bbox="522 1413 998 1539"> <p><i>MSM/GM Conference</i> AAFES Plans and Programs, All Categories: Hardlines - Softlines - Consumables</p> </td> <td data-bbox="998 1413 1479 1539"> <p>DeCA Executive Interviews Summer Beverages Confectionery • Snacks Halloween Tricks and Treats</p> </td> </tr> <tr> <td colspan="2" data-bbox="522 1560 1479 1623" style="text-align: center;"> <p><i>AAFES MSM/GM Conference, Frisco, Texas, May 7-11</i> <i>Commissary Roundtable, Richmond, May 16-17</i></p> </td> </tr> </table>	<p><i>MSM/GM Conference</i> AAFES Plans and Programs, All Categories: Hardlines - Softlines - Consumables</p>	<p>DeCA Executive Interviews Summer Beverages Confectionery • Snacks Halloween Tricks and Treats</p>	<p><i>AAFES MSM/GM Conference, Frisco, Texas, May 7-11</i> <i>Commissary Roundtable, Richmond, May 16-17</i></p>	
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<p>MAY</p> <p>Closing: April 16 Materials: April 25</p>	<p>ENTERPRISE UPDATE</p> <table border="0"> <tr> <td data-bbox="522 1724 998 1820"> <p>Produce Snack Categories Energy Drinks</p> </td> <td data-bbox="998 1724 1479 1820"> <p>New in the Candy Aisle Protein Power: Meat, Poultry ... Eggs ... Beans ... Blended</p> </td> </tr> </table>	<p>Produce Snack Categories Energy Drinks</p>	<p>New in the Candy Aisle Protein Power: Meat, Poultry ... Eggs ... Beans ... Blended</p>		
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<p>JUNE</p> <p>Closing: May 11 Materials: May 22</p>	<p>AAFES MILLION-DOLLAR VENDORS</p> <p>Holiday Stocking, Holiday Foods, Holiday Candy Tactical Gear and Apparel • Class Six/Package Stores Vitamins, Supplements, Energy Foods</p>
<p>JULY</p> <p>Closing: June 7 Materials: June 18</p>	<p>DECA EXECUTIVE DIRECTORY</p> <p>Commissary Directors/Managers: Stores, Zones, Areas, HQ Protein Pros: Poultry, Seafood, Meat Market Fresh • Produce • Organics Munchies & Mini-Meals • Candy • Emblematics/Logo Merchandise</p> <p>NEXCOM MILLION-DOLLAR VENDORS</p>
<p>AUGUST/ SEPTEMBER</p> <p>Closing: Aug. 6 Materials: Aug. 14</p>	<p>FAMILY PETS</p> <p>Pet Food - Pet Care - Treats - Toys Exchange Food Courts • Condiments: Hot Sauces • Alternative Sweeteners Chocolates & Other Sweets • Snacks • Vitamins & Supplements • Energy Drinks Military C/Stores: Expresses, Mini-Marts, Marine Marts Game-On Promotions</p>
<p>OCTOBER</p> <p>Closing: Aug. 30 Materials: Sept. 10</p>	<p>MILITARY RESALE MARKET HANDBOOK</p> <p>Finds-It-All, Tells-It-All: • Maps, Rosters, Directories • Overviews • Interviews • Buyers' Names • Emails and Phone Numbers • Store-by-Store Sales Reports • Bonus Distribution ... and More!</p> <p>Military Promotions • Candy Trends • Tactical Equipment Update</p>
<p>NOVEMBER/ DECEMBER</p> <p>Closing: Nov. 9 Materials: Nov. 20</p>	<p>ACTIVE LIFESTYLES</p> <p>Snacks and Beverages Sweet Tooth Treats Sports Nutrition Supply Chain Review End Game: Closing Out the Retail Year</p> <p>Operation Live Well: Better-for-You Foods, Fitness Gear</p>