

**Read and Relied Upon by Military Resale Decision-Makers**

<p><b>JANUARY</b> Closing: Dec. 19, 2018 Materials: Jan. 4, 2019</p> <ul style="list-style-type: none"> <li>• DeCA Sales and Marketing Directorates</li> <li>• Coffee &amp; Tea, Hot &amp; Cold: Pods, K-Cups</li> <li>• Waters: Plain and Enhanced, Sparkling and Still</li> <li>• Coffee Makers, Water Filters, Small Appliances</li> <li>• Vitamins/Supplements • Snacks</li> <li>• Branded Food Service</li> <li>• Candy for Easter and Spring</li> <li>• <b>DeCA Million-Dollar Vendors</b></li> </ul>	<p><b>FEBRUARY/MARCH</b> Closing: Jan. 28 Materials: Feb. 6</p> <ul style="list-style-type: none"> <li>• Chief Merchandising Officers' Plans for FY19</li> <li>• Spirits, Wine, Beer</li> <li>• eCommerce Update</li> <li>• Speed Feed: Grab n Go, Meal Kits, Prepared Salads, Sandwich Fixin's</li> <li>• Health &amp; Beauty Care: Summer Stocks</li> <li>• Outdoor Living, Sun Screens to Swim Gear and Deck Chairs</li> <li>• Candy</li> </ul>
<p><b>APRIL</b> Closing: March 8 Materials: March 19</p> <ul style="list-style-type: none"> <li>• Exchange Plans and Programs: Hardlines - Softlines - Consumables</li> <li>• DeCA Executive Interviews</li> <li>• Summer Beverages • Snacks</li> <li>• Ethnic Favorites in the Mainstream: Pizza, Tacos, Pierogies, Sausage, Stir-Fry</li> <li>• Halloween Tricks &amp; Treats</li> <li>• Logo Merchandise/Emblematics</li> </ul>	<p><b>MAY</b> Closing: April 5 Materials: April 12</p> <ul style="list-style-type: none"> <li>• Household Essentials: Cleaning Supplies - Batteries - Paper, Foil, Bags</li> <li>• Operation Live Well: BeFit, Better-for-You</li> <li>• National Brand Fast Foods</li> <li>• Powerhouses: Meat, Poultry ... Eggs ... Beans ... Blended Protein</li> <li>• New in the Snacks and Candy Aisles</li> </ul>
<p><b>JUNE</b> Closing: May 10 Materials: May 21</p> <ul style="list-style-type: none"> <li>• Holiday Stocking: Filling the Store, Festive Foods, Candies and Sweets</li> <li>• Class Six/Package Stores</li> <li>• Mini-Meals and Munchies</li> <li>• Luggage, Backpacks, Tablet/Laptop Bags, Leather Goods</li> <li>• Vitamins, Supplements, Energy Drinks</li> <li>• <b>AAFES Million-Dollar Vendors</b></li> </ul>	<p><b>JULY</b> Closing: June 7 Materials: June 18</p> <ul style="list-style-type: none"> <li>• <b>DeCA Executive Directory</b> Commissary Directors/Managers: Stores, Zones, Areas, HQ</li> <li>• Plant-Based Menus: Fresh, Frozen, Prepared</li> <li>• Waters</li> <li>• Furniture, Home Furnishings</li> <li>• Emblematics/Logo Merchandise</li> <li>• Confectionery • Snacks</li> <li>• <b>NEXCOM Million-Dollar Vendors</b></li> </ul>
<p><b>AUGUST/SEPTEMBER</b> Closing: July 9 Materials: July 19</p> <ul style="list-style-type: none"> <li>• Expresses, Mini-Marts, Marine Marts: C/Stores on Base</li> <li>• HBC: Health Care, Hair Care, Beauty Care, Baby Care</li> <li>• Chocolates and Other Sweets</li> <li>• Exchange Food Courts, Kiosks, Trucks</li> <li>• Snacks</li> </ul>	<p><b>OCTOBER</b> Closing: Aug. 8 Materials: Aug. 19</p> <p><b>MILITARY RESALE MARKET HANDBOOK</b></p> <ul style="list-style-type: none"> <li>• The Big Picture: What's Left, Now That the Smoke Has Cleared</li> <li>• Maps, Rosters, Directories</li> <li>• Interviews • Overviews</li> <li>• Buyers' Names, Emails, Phone Numbers</li> <li>• Store-by-Store Sales Reports</li> <li>• Candy Trends</li> <li>• Tactical Equipment Update</li> <li>• Bonus Distribution in Orlando ... and more!</li> </ul>
<p><b>NOVEMBER/DECEMBER</b> Closing: Oct. 25 Materials: Nov. 5</p> <ul style="list-style-type: none"> <li>• Organics and Beyond</li> <li>• Fitness Focus - Sports Nutrition , Good-for-You Foods</li> <li>• Emblematics/Logo Merchandise</li> <li>• Promotion Update</li> <li>• Beverages and Snacks</li> <li>• Sweet Tooth Cravings</li> </ul>	
<p><b>EXECUTIVE BUSINESS MEDIA, INC. 825 Old Country Road, Westbury, NY 11590</b> Phone: (516) 334-3030 • Fax: (516) 334-3059 • helen@ebmpubs.com</p>	