



Pulley

Joint Planning: The Road to Success

Promotions remain a customary ingredient in the daily operation of just about any U.S. grocery store, and the same is true of commissaries. From program creation to execution, promotions that are timely and free of hiccups are integral to most sales growth strategies.

Although Defense Commissary Agency (DeCA) stores are statutorily limited in the types of external advertising they can do for the products that they carry, commissaries can still put the spotlight on products inside the store, and with help from industry team members, hold many promotions throughout the year to alert shoppers to deals on the products they carry.

"The agency has, in fact, many ways in which we can promote the products that we carry and market our store-level special events," noted Michael Pulley, chief of the agency's Promotions and Marketing Division, a position the long-time zone manager was named to at the end of calendar year 2017 (see *E and C News* 1/18).

"For instance, all commissary shoppers can be advised of sales and savings through materials available within the commissary and other on-base/post

locations, websites administered by Department of Defense (DoD) activities, or media delivered directly to authorized patrons," he explained. "In addition, we also list the percentage of savings on our official website at <https://www.commissaries.com/rewards-and-savings/savings-center/featured-items-sales-flyer>. Authorized patrons, upon authentication, can see our actual sale prices and can plan their shopping trip accordingly."

PROMOTIONS SUMMIT

Pulley said that in February, DeCA hosted representatives from all of the exchange services' marketing teams. "During that conference, we were able to convey the obstacles we face to the exchange teams. In return, all the members brainstormed and determined the effective ways to assist DeCA in overcoming our challenges."

As a result, Pulley said that all partners "agreed to participate and support each other" in seven major campaigns held throughout the year, ranging from "Month of the Military Child" to "Back-to-School" promotions, as well as many others.

"Each directorate agreed to be the lead on different promotions," Pulley said, adding that to date, this collaboration effort "has been effective."

Pulley explained that the exchanges "use their resources in the form of print media to assist us.

DeCA, in turn, uses its social media platforms — Facebook, Twitter, Pinterest, Instagram, YouTube and Commissary Connection — to help promote the efforts of the exchanges. The end result of joint messaging is conveying to the military member and their families that all of our organizations truly care about their well-being and standard of living."



DeCA's Super Bowl Promotion is one of the year's biggest in the commissaries, including at overseas stores such as the Baumholder, Germany, Commissary shown here.



DeCA's YES! program intends to cut prices on items customers tend to buy most often.



A Sidewalk Sale shelf dangler to tie in with a spring sales event and news release

Pulley said that DeCA also has access to all military services' print, electronic and social media venues worldwide. "We promote special events on a monthly basis through press releases that are distributed to over 4,000 distribution points such as websites, blogs, electronic newsletters and military publications," he noted.

In addition, Pulley said the agency's industry partners "are key" in assisting with marketing of the benefit. "Occasionally, industry representatives may purchase advertisements in military newspapers, mailings or radio advertisements," he explained. "No government dollars are involved, and there are no restrictions placed upon how private business spends its advertising dollars."

SUPPLIER PROGRAMS

The availability of promotional programs and funding through suppliers "has remained steady," Pulley said, explaining that with the Promotions and Marketing Group's marketing function, "We continue to brainstorm and develop new ideas in order to capture maximum promotional dollars, which allows us to continue to pass the savings

on to our patrons.

"Companies are always exploring methods to cut costs while at the same time continuing to market and promote their products effectively, but we have not noted any reductions in the number of promotions."

Pulley said that in order to succeed in this effort, "There has to be a 50-50 ratio of DeCA-originated promotions to supplier-originated promotions. With a brand new Marketing Directorate that just stood up this fiscal year, the agency has to rely on the expertise of our industry partners to provide insight, strategies and marketing ideas. Likewise, we have to take ownership of our agency and learn all we can about the marketplace in which we are competing to move forward."

One program that the Promotions and Marketing Division chief said demonstrates this ownership is the launch of the "Your Everyday Savings!" ("YES!") program. "The program provides us a mechanism to drop prices even lower than normal on items that patrons tend to buy the most," he explained. "These image items cross over many categories within the store to include, but are not

GAME ON! BIG GAME PROMOTIONS

With the launch of the National Football League's 2018 season with preseason games in August and the actual regular season beginning on Sept. 6 — leading up to and including Super Bowl LIII, which is scheduled to take place Sunday, Feb. 3, 2019, at Mercedes-Benz Stadium, Atlanta, Ga. — Pulley said his division has been busily at work determining a plan of action for the season and for the Big Game.

"As a new marketing directorate, one area that we have had to research while we build our team is determining what has worked well in the past and what has not worked well, thus requiring more immediate attention," he explained. "From that research, it was easily determined that our past football and Super Bowl promotions have worked extremely well. One of the main reasons has been the dedication and support that we receive from our national soft drink companies and potato chip/snack companies who provide excellent pricing and marketing materials throughout the football season.

"While we do not plan any wholesale changes this year, we do intend to re-double our efforts to ensure another successful campaign."

limited to, pasta, macaroni and cheese, yogurt, cereal and bananas."

TEAMWORK

The Promotions and Marketing Division works closely with category managers in the agency's Sales Directorate to create a successful formula for promotional success in the commissaries.

To help with future efforts, Pulley said, "Moving forward, we have obtained new technology that we believe is essential to providing assistance to category managers in growing their categories."

DeCA and industry collaboration, data and input is increasingly being incorporated in developing the promotional matrix. "Category managers, working in conjunction with our industry partners, are developing Joint Business Plans (JBP). Upon completion, those JBPs will be provided to the Promotions and Marketing team and merged into the promotional matrix. This matrix is based on retail and DeCA sales data, and determines when certain categories will be promoted throughout the year.

"With all of this information, we will be able to provide the category teams valuable information that can be used in negotiations in order to find the best opportunities for patron savings and satisfaction. We can determine the best price point, size and time period to promote certain items. The information helps us to determine what categories are traffic drivers and what categories are margin builders. Once an agreement is made, those items will be presented to the promotions team. At the conclusion of a given special event, we can provide feedback to determine if the program was successful."

Pulley said that as part of this process, "The Promotions and Marketing team will gather all the pertinent data needed, as a result of those agreements, in order to create the projected promotional package for a given period. In addition, the marketing team will develop the planograms that will be used at store level in addition to determining the best location in which to display that product or products at each store."

Once the promotional package is completed, along with the planograms, Pulley said the infor-

mation is forwarded to the stores. "Each store, in turn, projects the product quantities necessary in order to maximize the lift on each display. Once each store has determined its product quantities, that data is then forwarded to all distributors and pertinent industry members, who are then responsible for ensuring the product is ordered and shipped in a timely manner for distribution.

"As you can see, it is necessary that we all rely on each other in order to execute each promotion. It is necessary that category teams agree on promotions well in advance of the actual promotion; the promotions team must create the promotional package and planograms in a timely manner for use by the stores; the stores must project their quantities timely and accurately; the distributors must ensure the product is ordered using the projected forecast, and then finally, it is shipped to the store, where our industry partners and store personnel execute the plan provided."

OTHER DUTIES

The Promotions and Marketing Division also has other duties ranging from DeCA's loyalty program to display packages and promotional pricing integrity.

"Our team is responsible for ensuring our Commissary Rewards Card program operates effectively," Pulley said. "The Rewards Card is a digital coupon platform that allows patrons to 'clip' their coupons electronically prior to shopping. At checkout, the card is scanned and the coupons are deducted just as are paper coupons."

Pulley said that his division is responsible for marketing the programs that are created, "ensuring the Store Operations team is notified of all events, and writing press releases. We have a dedicated team that is responsible for creating the display packages each promotional period that the stores use to order and execute the promotional activity."

In addition, the executive said that his division has a team of pricing specialists who "verify prices prior to media release, maintain the pricing integrity of the 'YES!' program, and work with individual stores on unique pricing discrepancies."

"With a brand new Marketing Directorate that just stood up this fiscal year, the agency has to rely on the expertise of our industry partners to provide insight, strategies and marketing ideas."

— Michael Pulley, Chief, DeCA Promotions and Marketing Division



Successful promotions — sometimes supported by mass displays such as here at Aviano AB, Italy — require partnership among all team members, including the stores, distributors, industry partners, the Sales Directorate and the Promotions and Marketing Division.

For DeCA's 2019 promotional matrix, click here.

WATER DRINKING	Beverages						X	X	X	X	X	X	X							X
WATER ENHANCED	Beverages						X	X	X	X	X	X	X							
WATER FLAVORED	Beverages						X	X	X	X		X								
WATER NURSERY	Beverages											X	X							
WATER PURIFIED	Beverages					X	X	X	X	X	X	X	X							
WATER SPARKLING	Beverages	X	X	X	X	X	X	X				X	X	X	X					
WATER SPARKLING COCONUT	Beverages							X	X	X	X	X	X	X						
WATER SPARKLING FLAVORED	Beverages			X	X	X	X	X	X	X	X	X	X	X	X					
WATER SPARKLING NON CARBONATED	Beverages						X	X	X	X	X	X								
WATER SPRING	Beverages							X	X	X		X								
BAKING CHIPS AND BARS EASTER	Food	X	X													X	X	X	X	X
BAKING CHIPS AND BARS SPECIALTY EASTER	Food	X	X													X	X	X	X	X
BAKING CORN MEAL AND STARCH EASTER	Food	X	X													X	X	X	X	X
BAKING CORN MEAL AND STARCH SPECIALTY EASTER	Food	X	X													X	X	X	X	X
BAKING FLOUR EASTER	Food	X	X													X	X	X	X	X
BAKING FLOUR SPECIALTY EASTER	Food	X	X													X	X	X	X	X
BAKING NUTS EASTER	Food	X	X													X	X	X	X	X
BAKING POWDER AND SODA EASTER	Food	X	X													X	X	X	X	X
BAKING POWDER AND SODA SPECIALTY EASTER	Food	X	X			X	X	X	X	X	X					X	X	X	X	X
BEANS BAKED	Food		X	X	X	X	X	X	X	X	X									
BEANS BLACK	Food											X	X			X				
BEANS CANNELLINI	Food													X	X	X	X		X	X
BEANS CHILI	Food											X	X	X	X	X	X	X	X	X
BEANS DRY	Food																X	X	X	X
BEANS GARBANZO	Food											X								
BEANS GREAT NORTHERN	Food													X	X	X	X	X	X	X
BEANS KIDNEY	Food											X	X	X	X	X	X		X	X
BEANS PINK	Food											X	X	X	X	X	X		X	
BEANS PINTO	Food											X	X	X	X	X	X		X	X
BEANS PORK & BEANS	Food		X	X	X	X	X	X				X								
BEANS PORK AND MEAT	Food						X				X	X	X	X						X
BEANS PREPARED	Food											X				X	X		X	
BEANS RED	Food											X		X	X	X	X		X	X
BEANS REFRIED	Food			X	X							X								X
BEANS SPECIALITY	Food			X	X	X	X					X	X						X	
BEANS WHITE	Food													X	X	X	X		X	X
CAKE MIXE/DECORATIONS/FROSTING EASTER	Food	X	X												X	X	X	X	X	X
CEREAL GRITS	Food	X	X														X		X	X
CEREAL HOT	Food															X	X		X	X
CEREAL OAT	Food															X	X		X	X
CEREAL OAT SPECIALITY	Food								X	X	X	X	X	X	X	X		X	X	
CEREAL RTE ADULT	Food					X	X	X				X								X
CEREAL RTE FAMILY	Food	X	X									X								X
CEREAL RTE GRANOLA	Food											X								
CEREAL RTE KIDS	Food	X	X				X	X	X		X	X								
CEREAL WHEAT	Food															X	X	X	X	X

COFFEE CREAMER LIQUID	Food																X	X		
COFFEE CREAMER PORTION CONTROL	Food										X						X		X	X
COFFEE CREAMER POWDER	Food	X	X														X		X	
COFFEE GROUND BAGGED	Food	X	X														X		X	X
COFFEE GROUND BAGGED SPECIALITY	Food	X	X	X	X	X	X	X	X						X		X	X	X	X
COFFEE GROUND CANNED	Food	X	X														X			
COFFEE INSTANT	Food	X	X														X		X	X
COFFEE K CUPS	Food			X		X		X			X			X	X	X				
COFFEE SYRUP	Food																X	X	X	X
COFFEE WHOLE BEAN ????	Food																X	X	X	X
FRUIT BOWL	Food	X									X	X								
FRUIT CAN	Food		X														X	X		X
FRUIT CUP	Food											X								
FRUIT DRIED EASTER	Food	X	X									X								
FRUIT DRIED FRUIT	Food		X														X	X	X	X
FRUIT JAR	Food		X														X	X	X	X
FRUIT POUCH	Food											X	X							
GELATIN	Food		X				X	X									X	X		X
GERMAN	Food																X	X	X	X
GRAVY MIX	Food														X		X	X	X	X
GRAVY MIX MARINADE EASTER	Food		X	X	X	X	X	X	X	X	X									
GRAVY MIX MARINADE SPECIALITY	Food					X		X	X									X		X
GRAVY MIX PASTE	Food																			
GRAVY MIX ROASTING BAG EASTER	Food	X	X											X	X	X	X		X	X
GRAVY MIX SAUCE MIX EASTER	Food		X																	X
GRAVY MIX SAUCE MIX SPECIALITY EASTER	Food		X															X		X
GRAVY MIX SEASONING BLENDS EASTER	Food		X											X	X	X	X	X	X	X
GRAVY MIX SEASONING BLENDS SPECIALITY EASTER	Food																X	X	X	X
GRAVY MIX SPECIALITY EASTER	Food		X														X	X		X
GRAVY MIX STEAK RUB EASTER	Food	X	X	X	X		X	X	X		X	X	X							
JELLIES HONEY	Food		X															X	X	X
JELLIES HONEY SPECIALITY	Food																			X
JELLIES JAMS	Food										X	X	X						X	X
JELLIES JAMS SPECIALITY	Food																	X	X	X
JELLIES JELLY	Food		X								X	X						X	X	X
JELLIES JELLY SPECIALITY	Food																X	X	X	X
MARSHMALLOWS EASTER	Food		X			X	X	X									X	X	X	X
MAYONNAISE	Food		X			X	X	X				X						X		X
MAYONNAISE-SANDWICH SPREAD	Food		X			X	X	X				X						X		X
MEAT CANNED ANCHOVIES	Food	X			X	X					X	X		X	X	X				X
MEAT CANNED CHICKEN	Food											X								X
MEAT CANNED CORNED BEEF	Food											X	X	X	X		X			
MEAT CANNED DRIED BEEF	Food																X	X	X	X
MEAT CANNED HASH	Food											X	X				X		X	X
MEAT CANNED HOT DOG SAUCE	Food			X	X	X	X	X			X	X								
MEAT CANNED LUNCHEON MEAT	Food						X				X	X	X	X	X		X			

STUFFING CROUTONS EASTER	Food		X													X	X		X
STUFFING SPECIALITY EASTER	Food		X												X	X	X	X	X
STUFFING STUFFING EASTER	Food		X												X	X	X	X	X
SUGAR EASTER	Food	X	X																
SUGAR ARTIFICIAL	Food																		
SUGAR BROWN EASTER	Food		X													X	X	X	X
SUGAR CINNAMON EASTER	Food		X											X	X	X	X	X	X
SUGAR CONFECTIONARY	Food		X					X								X	X	X	X
SUGAR GRANULATED EASTER	Food		X					X		X	X					X	X	X	X
TEA BAGS	Food															X	X	X	X
TEA K-CUPS	Food	X														X	X	X	X
TEA MIX	Food		X	X	X	X	X	X	X	X	X								
TOASTER PASTRY	Food									X	X	X							
TOASTER PASTRY SPECIALITY	Food										X	X	X	X	X	X	X	X	X
VINEGAR CIDER EASTER	Food	X	X		X		X		X	X	X								X
VINEGAR COOKING WINE EASTER	Food		X					X	X		X						X		X
VINEGAR SPECIALTY EASTER	Food		X					X	X	X	X	X							
VINEGAR WHITE EASTER	Food		X					X	X	X	X	X							
ADULT INCONTINENCE	HBC																X		X
ANALGESICS	HBC												X		X				
ANTACIDS AND LAXATIVES	HBC							X							X		X	X	X
BABY BATH	HBC	X		X	X	X	X	X		X		X				X	X		X
BABY FEEDING SUPPLY	HBC	X	X																X
BABY FORMULA POWDER/CONCENTRATE/ALL OTHER	HBC	X		X		X	X			X		X		X					X
BABY SUPPLEMENTS	HBC	X			X		X	X	X	X									X
BABY WIPES	HBC			X		X	X			X		X							X
BAR SOAP	HBC											X	X	X					X
BODY WASH	HBC			X	X	X				X	X	X	X	X					X
COUGH/COLD AND THROAT LOZENGE	HBC															X	X	X	X
DEODORANT GEL	HBC		X				X		X	X	X								X
DEODORANT ROLL ON	HBC		X				X	X	X	X	X								
DEODORANT SOLID	HBC		X															X	X
DEODORANT SPRAY	HBC		X				X	X	X	X	X	X							X
EYE CARE ARTIFICIAL TEARS	HBC			X															
EYE CARE LENS CARE	HBC							X											X
FEMININE HYGIENE HEALTH	HBC																		
FEMININE HYGIENE SANITARY PADS AND LINERS	HBC																		
FEMININE HYGIENE TAMPON	HBC							X	X	X									X
FIRST AID ALL OTHER	HBC	X																X	X
FIRST AID ANTISEPTICS AND DISINFECTANTS	HBC							X	X	X	X	X							
FIRST AID BANDAGE AND TAPE	HBC						X	X	X	X	X								
FIRST AID COTTONBALLS AND SWABS	HBC																		
FIRST AID HOT AND COLD	HBC	X	X	X	X	X								X	X	X	X	X	X
FIRST AID KIT	HBC				X	X	X	X	X	X	X	X	X						X
FIRST AID ORAL CARE	HBC	X														X	X	X	X
FIRST AID TOPICAL MEDICATION	HBC					X	X	X	X	X	X	X							

FOOT CARE ATHLETE FOOT	HBC						X	X	X	X	X									
FOOT CARE COMFORT AND DEODORIZER	HBC				X		X	X	X	X								X	X	X
FOOT CARE INSOLES AND DEVICES	HBC													X	X					
FOOT CARE WARTS CORN CALLUS BUNON	HBC		X	X	X		X	X	X	X	X									
LIP CARE	HBC															X	X	X	X	X
NASAL	HBC	X	X	X																X
NUTRITION ADULT WEIGHT CONTROL FOOD	HBC	X		X	X									X						X
NUTRITION ADULT WEIGHT CONTROL FOOD NON	HBC	X	X	X	X		X							X						
NUTRITION BARS	HBC	X	X	X	X	X	X	X	X	X										
NUTRITION DIABETIC	HBC			X	X		X			X		X								X
NUTRITION HEALTH MAINTENANCE	HBC	X	X	X	X							X	X		X					
NUTRITION HEALTH MAINTENANCE FOOD	HBC											X								
NUTRITION HEALTH MAINTENANCE FOOD NON	HBC	X	X	X	X			X												
NUTRITION SPORT ADULT	HBC	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			X	X
NUTRITION SPORT ADULT BEVERAGE	HBC						X	X	X	X	X	X	X	X		X				X
NUTRITION SPORT FOOD	HBC																			
NUTRITION SPORT FOOD NON	HBC	X		X											X					
NUTRITION SUPPLEMENTS FOOD	HBC	X																		X
NUTRITION SUPPLEMENTS FOOD NON	HBC																			
NUTRITION SUPPLEMENTS MINERALS	HBC																			
NUTRITION SUPPLEMENTS MINERALS FOOD NON	HBC																			
NUTRITION VITAMINS	HBC			X	X	X														
ORAL CARE BABY HBC	HBC	X	X	X	X	X	X	X	X	X	X									X
ORAL CARE DENTAL FLOSS	HBC		X							X	X								X	X
ORAL CARE DENTURE PRODUCTS	HBC	X	X	X			X			X	X			X						
ORAL CARE FIRST AID	HBC		X							X	X					X	X	X	X	X
ORAL CARE MOUTHWASH	HBC		X							X	X									
ORAL CARE TOOTHBRUSH	HBC		X							X	X							X	X	X
ORAL CARE TOOTHPASTE	HBC		X							X	X									X
ORAL CARE WHITENING	HBC	X	X	X	X					X	X									X
SHAMPOO/CONDITIONER/HAIR CARE COLORING	HBC	X																		X
SHAMPOO/CONDITIONER/HAIR CARE CONDITIONER	HBC	X								X	X									X
SHAMPOO/CONDITIONER/HAIR CARE ETHNIC	HBC	X																		
SHAMPOO/CONDITIONER/HAIR CARE HAIR GROWTH	HBC	X																	X	
SHAMPOO/CONDITIONER/HAIR CARE SHAMPOO	HBC	X								X										X
SHAMPOO/CONDITIONER/HAIR CARE STYLING PRODUCTS	HBC	X																		X
SHAVING CRÈME	HBC	X					X	X	X	X	X									
SHAVING NEEDS	HBC	X	X				X	X	X	X										X
SHAVING RAZORS	HBC	X		X	X		X			X	X									X
SINUS/ALLERGY ALLERGY REMEDY	HBC	X	X	X	X	X	X					X	X							X
SINUS/ALLERGY SINUS REMEDY	HBC	X																X	X	X
SKIN CARE ACCESSORIES	HBC		X	X	X	X	X	X	X	X	X								X	
SKIN CARE HAND AND BODY	HBC	X	X	X	X	X	X	X	X										X	X
SKIN CARE LIPS	HBC															X	X	X	X	X
SKIN CARE SUN CARE	HBC	X	X	X	X	X	X	X	X	X	X									
BAGS FOOD AND WRAPS	Non Food					X		X				X								X

PET SUPPLIES ALL OTHER	Non Food															X	X	X	X	X
PET SUPPLIES CAT	Non Food											X								X
PET SUPPLIES DOG	Non Food							X										X	X	X
PET SUPPLIES DOG FOOD	Non Food	X	X		X													X	X	X
PET SUPPLIES HOUSEHOLD	Non Food							X		X	X	X						X		X
TABLEWARE DISPOSABLE ACCESSORY	Non Food			X		X	X	X	X											
TABLEWARE DISPOSABLE BOWLS	Non Food							X				X						X	X	X
TABLEWARE DISPOSABLE CUPS	Non Food					X		X				X					X	X	X	X
TABLEWARE DISPOSABLE FLATWARE	Non Food					X		X				X					X	X	X	X
TABLEWARE DISPOSABLE PLATE	Non Food		X			X		X				X					X	X		X
TISSUE FACIAL ECONOMY	Non Food																	X	X	X
TISSUE FACIAL PREMIUM	Non Food																X		X	X
TISSUE TOILET ECONOMY	Non Food											X								
TISSUE TOILET MAINSTREAM	Non Food	X	X	X		X							X							
TISSUE TOILET PREMIUM	Non Food																			
TISSUE TOILET WIPES	Non Food											X								
BIRD FOOD	Produce	X	X	X	X	X	X	X												
CANDY CHOCOLATE	Snacks	X	X												X	X	X		X	X
CANDY CHOCOLATE SPECIALITY	Snacks	X	X												X	X	X	X	X	X
CANDY GUM AND MINTS	Snacks	X	X														X	X	X	X
CANDY NON CHOCOLATE	Snacks	X	X												X	X	X		X	X
CANDY NON CHOCOLATE SPECIALITY	Snacks	X	X				X	X	X											X
CANDY TRAIL MIX	Snacks	X	X	X	X	X	X													
COOKIES ALL OTHERS	Snacks													X	X				X	X
COOKIES ALL OTHERS SPECIALITY	Snacks	X	X														X	X	X	X
COOKIES ANIMAL	Snacks			X	X						X	X	X							
COOKIES ASSORTED	Snacks				X						X	X	X	X	X		X	X	X	X
COOKIES BREAKFAST	Snacks	X		X			X													
COOKIES BUTTER	Snacks	X	X														X	X	X	X
COOKIES CHOCOLATE	Snacks	X																	X	X
COOKIES CHOCOLATE CHIP	Snacks			X					X	X	X	X								
COOKIES CHOCOLATE CHIP SPECIALITY	Snacks											X								
COOKIES CHOCOLATE SPECIALITY	Snacks			X										X	X	X	X	X	X	X
COOKIES COCONUT	Snacks	X	X																	
COOKIES FRUIT	Snacks	X	X	X			X					X								
COOKIES FUDGE	Snacks										X	X			X					
COOKIES GINGER	Snacks															X	X	X	X	X
COOKIES GRAHAM	Snacks			X	X	X	X			X		X								
COOKIES IMPORTED/IMPORTED SPECIALITY	Snacks															X	X	X	X	X
COOKIES LEMON	Snacks	X					X	X	X											
COOKIES OATMEAL	Snacks								X			X								
COOKIES PEANUT BUTTER	Snacks	X			X						X	X								
COOKIES SANDWICH	Snacks											X								
COOKIES SANDWICH SPECIALITY	Snacks			X						X				X	X	X	X	X		X
COOKIES SHORTBREAD	Snacks																		X	X
COOKIES SHORTBREAD SPECIALITY	Snacks																X	X	X	X

SEAFOOD FINFISH	Chill		X										X				X	X	X
YOGURT CHILDREN'S	Chill										X								
YOGURT GREEK	Chill	X	X	X	X														
YOGURT NON-DAIRY	Chill																		
YOGURT ORGANIC	Chill																		X
YOGURT PROBIOTIC	Chill	X																	
YOGURT TRADITIONAL	Chill																		X
FROZEN																			
APPETIZERS ALL OTHER	Frozen																	X	X
APPETIZERS BITES	Frozen																		X
APPETIZERS DIPS	Frozen													X	X	X	X	X	X
APPETIZERS FRANKS	Frozen						X												X
APPETIZERS PIZZA	Frozen									X								X	X
APPETIZERS SANDWICH	Frozen				X					X		X							
APPETIZERS SANDWICH STUFFED	Frozen						X			X				X		X		X	
APPETIZERS STICKS	Frozen																	X	X
APPETIZERS WINGS	Frozen													X				X	X
BREAD/DOUGH MULTIGRAIN EASTER	Frozen		X						X										
BREAD/DOUGH OATMEAL EASTER	Frozen		X						X	X		X		X	X	X	X		
BREAD/DOUGH ROLLS EASTER	Frozen		X		X	X	X	X	X		X								
BREAD/DOUGH WHITE EASTER	Frozen		X					X				X							
BREAD/DOUGH WHOLE WHEAT EASTER	Frozen		X									X	X						
BREAKFAST BLINTZ	Frozen					X							X	X				X	
BREAKFAST COFFEE	Frozen	X	X													X	X		X
BREAKFAST DRINK	Frozen	X	X				X	X		X	X		X	X					
BREAKFAST ENTRÉE	Frozen	X																	
BREAKFAST FRENCH TOAST	Frozen	X	X	X															
BREAKFAST JUICE AND DRINK	Frozen				X	X	X	X	X										
BREAKFAST LINKS PROTEIN	Frozen			X							X				X		X	X	X
BREAKFAST PANCAKES	Frozen																	X	
BREAKFAST TOASTER PASTRY	Frozen										X	X	X	X	X	X			
BREAKFAST WAFFLE	Frozen																		
DESSERTS CAKE	Frozen		X		X	X												X	X
DESSERTS CHEESECAKE	Frozen		X		X											X	X	X	X
DESSERTS DONUTS	Frozen											X	X	X	X	X	X	X	X
DESSERTS MOUSSECAKE	Frozen			X	X														X
DESSERTS MUFFINS	Frozen																		
DESSERTS PASTRY	Frozen		X													X	X	X	X
DESSERTS PIE	Frozen		X													X	X	X	X
DESSERTS TOPPINGS	Frozen		X			X		X								X	X		X
FRUIT DRINK	Frozen	X	X	X	X		X												
FRUIT FRUIT	Frozen		X	X															
FRUIT NOVELTY	Frozen				X	X	X	X	X	X									
MEALS MULTI SERVE ENTRÉE	Frozen								X					X	X	X	X	X	X
MEALS MULTI SERVE MEAT	Frozen																		
MEALS MULTI SERVE PASTA	Frozen													X		X		X	

