



**DEFENSE COMMISSARY AGENCY  
HEADQUARTERS AND SUPPORT CENTER  
1300 EISENHOWER AVENUE  
FORT GREGG-ADAMS, VIRGINIA 23801-1800**

MPS

May 5, 2025

NOTICE TO THE TRADE – DeCA NOTICE 25-67

SUBJECT: Revised 40-15/40-16, New Item and Promotional Presentation Form

This Notice to the Trade is to formally announce the publication of an updated combined 40-15/40-16 New Item and Promotional Presentation Form. Please be advised that the attached form, dated April 21, 2025, supersedes all prior versions. Outdated forms should be discarded, as they will no longer be accepted as of the date of this Notice.

The changes introduced include the following:

- Mandatory inputs are now conditionally highlighted based on the INTENT selected
- The vendor will now input the case, not the unit adjustment
- A NON-EDLP pricing strategy has been introduced; like with the EDLP strategy, there will be no adjustment, the difference being the expectation that there'll be a lower base cost accompanying the promotion (which would be indicated in the REG COST DeCA column)
- For the CASE GTIN check, digit validation feedback will now be generated
- An EAN column has been introduced; if the product identifier being input into the UNIT UPC/PLU field is a European Article Number (EAN), input YES, indicating to File Maintenance that, in this exceptional case, the check digit is being provided, and follow suit for Japanese Article Number (JAN) products
- The promotion period option dropdowns have been pre-loaded with the promotional calendar. When the preferred option is selected, the dates associated with the package will auto-populated
- A special factor (applicable for some meat items) input has been added to the data entry sheet. When supplied, it will trigger the filling out of a special factor worksheet
- Tabs to collect information that will be supplied to scale-generated labels (e.g., MAX SHELF LIFE, SERVING SIZE, INGREDIENTS, etc.) have been added
- Depending on the inputs to CONTRACT NUMBER ONE and CONTRACT NUMBER TWO, the -01 and/or -02 versions of the four-character vendor number provided will be auto-generated on the presentation sheets and throughout the submission

The attached storyboard offers additional guidance on using the form. In many cases, enhanced input messages have also been incorporated to provide more detailed instructions.

If you have questions or concerns about this Notice, please attach the NTT with a list of your questions or concerns to ask. Use the provided email address to contact the appropriate team.

**Fresh:**

Deli, Bakery, Sushi, and Prepared Foods Team:

[deca.gregg-adams.hq.list.mpsf-deli-bspf@mail.mil](mailto:deca.gregg-adams.hq.list.mpsf-deli-bspf@mail.mil)

Produce Team:

[deca.gregg-adams.MP.list.fresh-produce-team@mail.mil](mailto:deca.gregg-adams.MP.list.fresh-produce-team@mail.mil)

Meat and Seafoods Team:

[deca.gregg-adams.hq.list.mpsfms@mail.mil](mailto:deca.gregg-adams.hq.list.mpsfms@mail.mil)

**Non-Fresh:**

Pet Food, HBC, Non-Consumables Team:

[deca.gregg-adams.hq.list.mpsh@mail.mil](mailto:deca.gregg-adams.hq.list.mpsh@mail.mil)

Semi-Perishable (DSD) Consumables Team:

[deca.gregg-adams.hq.list.mpsj@mail.mil](mailto:deca.gregg-adams.hq.list.mpsj@mail.mil)

Beer, Wine, Refrigerated & Frozen Consumables Team:

[deca.gregg-adams.hq.list.mpsw@mail.mil](mailto:deca.gregg-adams.hq.list.mpsw@mail.mil)

**Both MPS Fresh and Non-Fresh Team:**

Commissary Store Brands Team:

[deca.gregg-adams.hq.list.mpse@mail.mil](mailto:deca.gregg-adams.hq.list.mpse@mail.mil)

Promotions Team:

[deca.gregg-adams.hq.list.mpsg@mail.mil](mailto:deca.gregg-adams.hq.list.mpsg@mail.mil)

Retail Business Analysis Team:

[deca.gregg-adams.hq.list.mpsk@mail.mil](mailto:deca.gregg-adams.hq.list.mpsk@mail.mil)

File Maintenance Team:

[deca.gregg-adams.hq.list.mpsl@mail.mil](mailto:deca.gregg-adams.hq.list.mpsl@mail.mil)

Robert B. Culbreth  
Director of Sales, Non-Fresh

Two Attachments:

As stated

## Introduction

This Instructional tool will assist DECA Vendors on how to complete and certify the DECAF 40-15/40-16 using the Data Entry Sheet. *(Ensure you are using the April 1, 2025 Version)*

This Session will guide vendors, step by step on how to complete the Data Entry Sheet that will reflect on the 40-15 and 40-16.

This tutorial was developed to provide industry partners a standard way of how the form needs to be completed, and guidelines regarding the details that are required.

**\*\*Failure to comply with the guidelines will result in a REJECTED FORM\*\***

## DECAF 40-15/40-16 Terminology

### Regional Stock List (RSL Codes):

- ✓ K = Mandatory item carried in all stores in all DeCA Conus areas.
- ✓ M = Mandatory in more than one regional area but not all regions
- ✓ R = Mandatory item carried in a specific region/area.
- ✓ S = Optional store specific item carried in a specific area.
- ✓ O = Optional One-Time Buy available for a limited period of time.
- ✓ H = Long term hold due to supply chain shortage.
- ✓ T = Test item.
- ✓ P = Item being phased out pending delete.
- ✓ Numbers 1 thru 5 (following the alpha product stock code) indicate store size required to stock the product

Sales Representative: person in charge of confirming that all information on the 40-15 is accurate before it is sent to DeCA.

SH/PLT: identify if the item is a shipper or pallet.

UOM: measurement of item that is being packaged i.e., pounds - LB, count -CT, box -BX

UI:

UPK: Unit Pack Size

Vendor Number: defines the number established by DeCA contracting. These vendor numbers typically will end in -01 for Conus regions and/or -02 for OCONUS regions. (Example: N003-01, N003-02) If you have the same items for the same vendor number ensure you indicate -01, -02, etc. in the vendor number box. This helps File Maintenance identify which contract belongs to CONUS/OCONUS (ex. A232-01, A232-02)

**Thank you for choosing to partner with your local commissary!**

## **DECAF 40-15 Terminology**

**Brand Name:** commercial item for resale within a commissary must also be a commercial item that is regularly sold outside of commissary stores under the same brand name as the name by which the commercial item will be sold in, at, or by commissary stores.

**Broker:** An official representative authorized by the manufacturer to act on the manufacturer's behalf to fulfill contractual requirements.

**Contract Number:** defines what year a contract was established, Procurement Instrument Identification Number (PIIN)

**Distributor Availability:** Date is the date the item will be available to distributors so stores can start placing their orders.

**Global Location Number (GLN):** refers to the globally unique GS1 System identification number for legal entities, functional entities, and physical locations. A GLN is comprised of 13 digits that together represent a GS1 Company Prefix, Location Reference, and 'check digit'. Supply side trading partner locations generally include corporate headquarters, regional offices, warehouses, plants, and distribution centers.

**GTIN:** acronym for "Global Trade Item Number" and refers to the globally unique GS1 System identification number for products and services.

**Intent:** New Item should be input as **Yes**, if item isn't type **No**

**Manufacturer:** person or company that makes goods for sale (I.e., Hershey)

**Nomenclature:** identifies the item description

**Presented/Accepted For:** Check all areas the items will be available for.

## Components of the DECA 40-15

- DECAF 40-15 will come to the vendor in Excel Format. All information entered into the DATA ENTRY SHEET will populate on both the 40-15 & 4016. Ensure all information is accurate before presentation to DeCA.

**\*\*\*All forms MUST CONTAIN images of the items being presented\*\*\***

- ✓ Data Entry Sheet/EBS Tab (This is where vendors will fill out their company's information.)
- ✓ 40-15 Special Factor (This sheet also for a special factor Per LB delivery fee applied for meat items.)
- ✓ 40-15 Mandatory (This will be the initial page that generates the first 4 items the vendor entered into the Worksheet – 10 continuation presentation sheets available; This tab includes a section at the bottom that is for any additional Vendor remarks to include pictures of the products. )
- ✓ 40-15 for CRV only ( This will be used strictly for items that have CRV-California Redemption Value)
- ✓ 40-15 Scale Label Info ( This page for PLU/Weight items – Enter Weight on this tab)
- ✓ 40-15 Scale Label Nutrition Facts ( This page for PLU/Weight items – Enter Nutrition)
- ✓ 40-15 cert - New Items (Where the items will populate from the data sheet in a list from and where the vendor will verify the items and digitally sign once excel is converted to PDF.

**NOTE: The 7 tabs listed above will be followed by approximately 10 CONTINUATION pages titled 40-15 PRES CONT. where the additional items will display.**

## Components of the DECAF 40-15 continued

### CONTINUATION PAGES are 4 OPTIONAL TABS:

- ✓ **4015 REMARKS Tab** (This page does NOT translate to any other form, this will be for the VENDOR's information ONLY, the images or info entered here will not populate on 40-15.)
- ✓ **40-15 EAST DODAAC tabs** (Would be used if a vendor had multiple contracts at various DECA locations/regions)
- ✓ **40-15 WEST DODAAC tabs** (Would be used if a vendor had multiple contracts at various DECA locations/regions)
- ✓ **40-15 LOCAL PRICING/LOCAL PRICING CONT.** (Used to enter UPCs that have a specific local cost)



## Components of the DECAF 40-16 – Promotional Items

❑ DECAF 40-16 will initially come to the vendor in Excel Format. All information entered into the DATA ENTRY SHEET will populate on both the 40-15 & 4016. Ensure all information is accurate before presentation to DeCA. The 40-16 forms are located directly after all of the 40-15 Optional Tabs.

- ✓ Data Entry Sheet/EBS Tab (1<sup>st</sup> tab of the entire workbook) When you filled this out it populates to both the 40-15 and 40-16.
- ✓ 40-16 Mandatory (This will be the initial page that generates the first 4 items the vendor entered into the Worksheet – 10 continuation presentation sheets available; This tab includes a section at the bottom that is for any additional Vendor remarks to include pictures of the products. )
- ✓ 40-16 LOCAL PRICING/LOCAL PRICING CONT. (is optional if there is local promotional pricing.)
- ✓ 40-16 EAST /40-16 WEST DODAAC tabs are optional (Would be used if a vendor had multiple contracts at various DECA locations/regions)
- ✓ 4016 REMARKS Tab (This page does NOT translate to any other form, this will be for the VENDOR's information ONLY, the images or info entered here will not populate on 40-16)

IMPORTANT: If the vendor has DIFFERENT PRICING based on a specific Location/Region different forms need to be sent for each AREA.



## Filling out the NEW 40-15 for **NEW ITEM** Submission

**Once the vendor selects the appropriate “INTENT” IN DROP-DOWN selections, the mandatory cells that will need to be completed by the vendor will highlight in YELLOW. This example is for NEW ITEM submission**

Select INTENT, then, at a minimum, fill out all fields highlighted in yellow (orange highlights are prompts for internal DeCA users)

40-15 PRES CONT 1 - Optional

# Filling out the NEW 40-15 for FILE MAINTENANCE Submission

Once the vendor selects the appropriate “INTENT” IN DROP-DOWN selections, the mandatory cells that will need to be completed by the vendor will highlight in YELLOW. New is the example for FILE MAINTENANCE submission

Select INTENT, then, at a minimum, fill out all fields highlighted in yellow (orange highlights are prompts for internal DeCA users)

BROKER

MANUFACTURER

CONTRACT NUMBER ONE

1234567890123

CONTRACT NUMBER TWO

VENDOR NUMBER

A123

GLN

NATIONAL ROLL OUT DATE

GUARANTEED SALE

PRICING POC

SALES REP POC

GDS POC

PRESENTED FOR:

CONUS

ALASKA

HAWAII

PACIFIC THEATER

EUROPE

CARIBBEAN

DODAACS

DATE

INTENT

FILE MAINTENANCE

NEW ITEM

LEAD TIME

AVAILABILITY DATE

PRICING STRATEGY

DATA ENTRY SHEET

40-15 SPECIAL FACTOR

40-15 PRES - MANDATORY

40-15 CRV - CRV Only

40-15 SCALE LABEL INFO

40-15 SCALE LBL NUTRITION FACTS

40-15 CERT (new items)

40-15 CERT CONT. (new items)

40-15 PRES CONT 1 - Optional

Filling out the NEW 2025 version 40-15 for PROMO PRESENTATION Submission

Once the vendor selects the appropriate “INTENT” IN DROP-DOWN selections, the mandatory cells that will need to be completed by the vendor will highlight in YELLOW. This example is for PROMO PRESENTATION submission.

Select INTENT, then, at a minimum, fill out all fields highlighted in yellow (orange highlights are prompts for internal DeCA users)

BROKER

MANUFACTURER

CONTRACT NUMBER ONE

1234567890123

GLN

PRICING POC

SALES REP POC

GDS POC

CONTRACT NUMBER TWO

VENDOR NUMBER

A123

NATIONAL ROLL OUT DATE

GUARANTEED SALE

PRESENTED FOR:

CONUS

ALASKA

HAWAII

PACIFIC THEATER

EUROPE

CARIBBEAN

DODAACS

DATE

INTENT

PROMO PRESENTATION

NEW ITEM

LEAD TIME

AVAILABILITY DATE

PRICING STRATEGY

DATA ENTRY SHEET

40-15 SPECIAL FACTOR

40-15 PRES - MANDATORY

40-15 CRV - CRV Only

40-15 SCALE LABEL INFO

40-15 SCALE LBL NUTRITION FACTS

40-15 CERT (new items)

40-15 CERT CONT. (new items)

40-15 PRES CONT 1 - Optional

## 40-15 Worksheet EBS – Example of Vendor completing DATA ENTRY SHEET

Once DATA ENTRY SHEET is completed, Vendor can validate the GTIN by first seeing if “VALID” is populated on the DATA ENTRY SHEET. If Vendor has entered the CASE GTIN incorrectly the “VALID” will NOT generate

Select INTENT, then, at a minimum, fill out all fields highlighted in yellow (orange highlights are prompts for internal DeCA users)																																																																																																																																																																																																																																																																																																																			
<div><div>BROKER</div><div>COOPER &amp; SMITH CORP</div><div>MANUFACTURER</div><div>C &amp; S DISTRO</div><div>CONTRACT NUMBER ONE</div><div>HDECO12314567</div><div>GLN</div><div>0031100000004</div><div>PRICING POC</div><div>Malcolm Dixon 999-864-8978 /Malcolm.Dixon@c&amp;s.com</div><div>SALES REP POC</div><div>Carey Hilson 999-864-8979 /Carey.Hilson@c&amp;s.com</div><div>GDS POC</div><div>Peter Parker 999-864-8979 /Carey.Hilson@c&amp;s.com</div></div>										<div><div>PRESENTED FOR:</div><div>CONUS</div><div>ALASKA</div><div>HAWAII</div><div>PACIFIC THEATER</div><div>EUROPE</div><div>CARIBBEAN</div><div>DODAACS</div><div>DATE</div><div>19-Mar-25</div><div>INTENT</div><div>NEW ITEM</div><div>NEW ITEM</div><div>YES</div><div>LEAD TIME</div><div>14 DAYS</div><div>AVAILABILITY DATE</div><div>30-Apr-25</div><div>PRICING STRATEGY</div><div>EDLP</div></div>										<div>PROMO</div> <div>ON</div> <div>DISPLA</div> <div>VPR DA</div> <div>MEDIA</div> <div>DEMOS</div> <div>SEASON</div>																																																																																																																																																																																																																																																																																															
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<table><thead><tr><th>BRAND</th><th>NOMENCLATURE</th><th>MIN SHIP</th><th>SH/PLT CONTAINS</th><th>UPK</th><th>UI</th><th>NET CONTENT</th><th>UOM</th><th>CASE GTIN</th><th>CALCULATION: CASE GTIN CHECK DIGIT VALIDATION</th><th>UNIT GTIN</th><th>CASE UPC</th><th>UNIT UPC/PLU</th><th>EAN</th><th>ITEM HT</th><th>ITEM WDT</th><th>ITEM DPT</th><th>CASE H</th></tr></thead><tbody><tr><td>1 ArmyEats</td><td>Beef Jerky</td><td></td><td></td><td>44</td><td>BG</td><td>1.00</td><td>EA</td><td>35697852964893</td><td>VALID</td><td>35697852964893</td><td>03569785296489</td><td>3569785296</td><td>NO</td><td>2.000</td><td>3.200</td><td>1.000</td><td>3.200</td></tr><tr><td>2 ArmyEats</td><td>Honey Glazed Jerky</td><td></td><td></td><td>6</td><td>BG</td><td>1.00</td><td>EA</td><td>35697826448930</td><td></td><td>35698726448935</td><td>03569872644893</td><td>3569872644</td><td>NO</td><td>1.100</td><td>1.500</td><td>1.000</td><td>1.500</td></tr><tr><td>3 ArmyEats</td><td>Cheese Crackers</td><td></td><td></td><td>3</td><td>PK</td><td>1.00</td><td>EA</td><td>35689756311482</td><td></td><td>35689756311482</td><td>03568975631148</td><td>3568975631</td><td>NO</td><td>2.100</td><td>2.200</td><td>1.000</td><td>2.200</td></tr><tr><td>4 ArmyEats</td><td>Peanut Butter Crackers</td><td></td><td></td><td>3</td><td>PK</td><td>1.00</td><td>EA</td><td>35612574359822</td><td></td><td>35612574359822</td><td>03561257435982</td><td>3561257435</td><td>NO</td><td>5.200</td><td>2.200</td><td>1.000</td><td>2.200</td></tr><tr><td>5 ArmyEats</td><td>Gummy Bears</td><td></td><td></td><td>1</td><td>BG</td><td>1.00</td><td>EA</td><td>35622697533154</td><td></td><td>35622697533154</td><td>03562269753315</td><td>3562269753</td><td>NO</td><td>3.500</td><td>1.300</td><td>1.000</td><td>1.300</td></tr><tr><td>6 NavyBites</td><td>Canned Tuna</td><td></td><td></td><td>44</td><td>CN</td><td>1.00</td><td>EA</td><td>41532597535482</td><td></td><td>41532597535482</td><td>04153259753548</td><td>4153259753</td><td>NO</td><td>1.100</td><td>1.300</td><td>1.000</td><td>1.300</td></tr><tr><td>7 NavyBites</td><td>Canned Chicken Salad</td><td></td><td></td><td>12</td><td>CN</td><td>1.00</td><td>EA</td><td>41533368425972</td><td></td><td>41533368425972</td><td>04153336842597</td><td>4153336842</td><td>NO</td><td>2.100</td><td>2.500</td><td>2.500</td><td>2.500</td></tr><tr><td>8 NavyBites</td><td>Powdered Bev Berry</td><td></td><td></td><td>12</td><td>EA</td><td>1.00</td><td>EA</td><td>41536662587142</td><td></td><td>41536662587142</td><td>04153666258714</td><td>4153666258</td><td>NO</td><td>3.200</td><td>2.500</td><td>2.500</td><td>2.500</td></tr><tr><td>9 NavyBites</td><td>Powdered Bev Orange</td><td></td><td></td><td>12</td><td>EA</td><td>1.00</td><td>EA</td><td>41522889635247</td><td></td><td>41522889635247</td><td>04152288963524</td><td>4152288963</td><td>NO</td><td>2.500</td><td>1.100</td><td>2.200</td><td>1.100</td></tr><tr><td>0 NavyBites</td><td>Plantain Chips</td><td></td><td></td><td>10</td><td>BG</td><td>1.00</td><td>EA</td><td>41544598752368</td><td></td><td>41544598752368</td><td>04154459875236</td><td>4154459875</td><td>NO</td><td>2.500</td><td>1.100</td><td>2.200</td><td>1.100</td></tr><tr><td>1 MarineEats</td><td>Teriyaki Jerky</td><td></td><td></td><td>10</td><td>BG</td><td>1.00</td><td>EA</td><td>21389543478624</td><td></td><td>21389543478624</td><td>02138954347862</td><td>2138954347</td><td>NO</td><td>1.100</td><td>1.300</td><td>1.100</td><td>1.300</td></tr><tr><td>2 MarineEats</td><td>Mini Jerky Bites</td><td></td><td></td><td>10</td><td>BG</td><td>1.00</td><td>EA</td><td>21358933256444</td><td></td><td>21358933256444</td><td>02135893325644</td><td>2135893325</td><td>NO</td><td>1.000</td><td>1.300</td><td>1.100</td><td>1.300</td></tr><tr><td>3 MarineEats</td><td>Chips BBQ</td><td></td><td></td><td>8</td><td>BG</td><td>1.00</td><td>EA</td><td>21385245326943</td><td></td><td>21385245326943</td><td>02138524532694</td><td>2138524532</td><td>NO</td><td>2.600</td><td>1.400</td><td>1.500</td><td>1.400</td></tr><tr><td>4 MarineEats</td><td>Chips Plain</td><td></td><td></td><td>8</td><td>BG</td><td>1.00</td><td>EA</td><td>21385433656694</td><td></td><td>21385433656694</td><td>02138543365669</td><td>2138543365</td><td>NO</td><td>2.600</td><td>1.400</td><td>1.500</td><td>1.400</td></tr><tr><td>5 MarineEats</td><td>Chips Salt and Pepper</td><td></td><td></td><td>8</td><td>BG</td><td>1.00</td><td>EA</td><td>21359645225542</td><td></td><td>21359645225542</td><td>02135964522554</td><td>2135964522</td><td>YES</td><td>2.600</td><td>1.400</td><td>1.500</td><td>1.400</td></tr></tbody></table>																				BRAND	NOMENCLATURE	MIN SHIP	SH/PLT CONTAINS	UPK	UI	NET CONTENT	UOM	CASE GTIN	CALCULATION: CASE GTIN CHECK DIGIT VALIDATION	UNIT GTIN	CASE UPC	UNIT UPC/PLU	EAN	ITEM HT	ITEM WDT	ITEM DPT	CASE H	1 ArmyEats	Beef Jerky			44	BG	1.00	EA	35697852964893	VALID	35697852964893	03569785296489	3569785296	NO	2.000	3.200	1.000	3.200	2 ArmyEats	Honey Glazed Jerky			6	BG	1.00	EA	35697826448930		35698726448935	03569872644893	3569872644	NO	1.100	1.500	1.000	1.500	3 ArmyEats	Cheese Crackers			3	PK	1.00	EA	35689756311482		35689756311482	03568975631148	3568975631	NO	2.100	2.200	1.000	2.200	4 ArmyEats	Peanut Butter Crackers			3	PK	1.00	EA	35612574359822		35612574359822	03561257435982	3561257435	NO	5.200	2.200	1.000	2.200	5 ArmyEats	Gummy Bears			1	BG	1.00	EA	35622697533154		35622697533154	03562269753315	3562269753	NO	3.500	1.300	1.000	1.300	6 NavyBites	Canned Tuna			44	CN	1.00	EA	41532597535482		41532597535482	04153259753548	4153259753	NO	1.100	1.300	1.000	1.300	7 NavyBites	Canned Chicken Salad			12	CN	1.00	EA	41533368425972		41533368425972	04153336842597	4153336842	NO	2.100	2.500	2.500	2.500	8 NavyBites	Powdered Bev Berry			12	EA	1.00	EA	41536662587142		41536662587142	04153666258714	4153666258	NO	3.200	2.500	2.500	2.500	9 NavyBites	Powdered Bev Orange			12	EA	1.00	EA	41522889635247		41522889635247	04152288963524	4152288963	NO	2.500	1.100	2.200	1.100	0 NavyBites	Plantain Chips			10	BG	1.00	EA	41544598752368		41544598752368	04154459875236	4154459875	NO	2.500	1.100	2.200	1.100	1 MarineEats	Teriyaki Jerky			10	BG	1.00	EA	21389543478624		21389543478624	02138954347862	2138954347	NO	1.100	1.300	1.100	1.300	2 MarineEats	Mini Jerky Bites			10	BG	1.00	EA	21358933256444		21358933256444	02135893325644	2135893325	NO	1.000	1.300	1.100	1.300	3 MarineEats	Chips BBQ			8	BG	1.00	EA	21385245326943		21385245326943	02138524532694	2138524532	NO	2.600	1.400	1.500	1.400	4 MarineEats	Chips Plain			8	BG	1.00	EA	21385433656694		21385433656694	02138543365669	2138543365	NO	2.600	1.400	1.500	1.400	5 MarineEats	Chips Salt and Pepper			8	BG	1.00	EA	21359645225542		21359645225542	02135964522554	2135964522	YES	2.600	1.400	1.500	1.400
BRAND	NOMENCLATURE	MIN SHIP	SH/PLT CONTAINS	UPK	UI	NET CONTENT	UOM	CASE GTIN	CALCULATION: CASE GTIN CHECK DIGIT VALIDATION	UNIT GTIN	CASE UPC	UNIT UPC/PLU	EAN	ITEM HT	ITEM WDT	ITEM DPT	CASE H																																																																																																																																																																																																																																																																																																		
1 ArmyEats	Beef Jerky			44	BG	1.00	EA	35697852964893	VALID	35697852964893	03569785296489	3569785296	NO	2.000	3.200	1.000	3.200																																																																																																																																																																																																																																																																																																		
2 ArmyEats	Honey Glazed Jerky			6	BG	1.00	EA	35697826448930		35698726448935	03569872644893	3569872644	NO	1.100	1.500	1.000	1.500																																																																																																																																																																																																																																																																																																		
3 ArmyEats	Cheese Crackers			3	PK	1.00	EA	35689756311482		35689756311482	03568975631148	3568975631	NO	2.100	2.200	1.000	2.200																																																																																																																																																																																																																																																																																																		
4 ArmyEats	Peanut Butter Crackers			3	PK	1.00	EA	35612574359822		35612574359822	03561257435982	3561257435	NO	5.200	2.200	1.000	2.200																																																																																																																																																																																																																																																																																																		
5 ArmyEats	Gummy Bears			1	BG	1.00	EA	35622697533154		35622697533154	03562269753315	3562269753	NO	3.500	1.300	1.000	1.300																																																																																																																																																																																																																																																																																																		
6 NavyBites	Canned Tuna			44	CN	1.00	EA	41532597535482		41532597535482	04153259753548	4153259753	NO	1.100	1.300	1.000	1.300																																																																																																																																																																																																																																																																																																		
7 NavyBites	Canned Chicken Salad			12	CN	1.00	EA	41533368425972		41533368425972	04153336842597	4153336842	NO	2.100	2.500	2.500	2.500																																																																																																																																																																																																																																																																																																		
8 NavyBites	Powdered Bev Berry			12	EA	1.00	EA	41536662587142		41536662587142	04153666258714	4153666258	NO	3.200	2.500	2.500	2.500																																																																																																																																																																																																																																																																																																		
9 NavyBites	Powdered Bev Orange			12	EA	1.00	EA	41522889635247		41522889635247	04152288963524	4152288963	NO	2.500	1.100	2.200	1.100																																																																																																																																																																																																																																																																																																		
0 NavyBites	Plantain Chips			10	BG	1.00	EA	41544598752368		41544598752368	04154459875236	4154459875	NO	2.500	1.100	2.200	1.100																																																																																																																																																																																																																																																																																																		
1 MarineEats	Teriyaki Jerky			10	BG	1.00	EA	21389543478624		21389543478624	02138954347862	2138954347	NO	1.100	1.300	1.100	1.300																																																																																																																																																																																																																																																																																																		
2 MarineEats	Mini Jerky Bites			10	BG	1.00	EA	21358933256444		21358933256444	02135893325644	2135893325	NO	1.000	1.300	1.100	1.300																																																																																																																																																																																																																																																																																																		
3 MarineEats	Chips BBQ			8	BG	1.00	EA	21385245326943		21385245326943	02138524532694	2138524532	NO	2.600	1.400	1.500	1.400																																																																																																																																																																																																																																																																																																		
4 MarineEats	Chips Plain			8	BG	1.00	EA	21385433656694		21385433656694	02138543365669	2138543365	NO	2.600	1.400	1.500	1.400																																																																																																																																																																																																																																																																																																		
5 MarineEats	Chips Salt and Pepper			8	BG	1.00	EA	21359645225542		21359645225542	02135964522554	2135964522	YES	2.600	1.400	1.500	1.400																																																																																																																																																																																																																																																																																																		
DATA ENTRY SHEET 40-15 SPECIAL FACTOR 40-15 PRES - MANDATORY 40-15 CRV - CRV Only 40-15 SCALE LABEL INFO 40-15 SCALE LBL NUTRITION FACTS 40-15 CERT (new items) 40-15 CERT CONT. (new ...)																																																																																																																																																																																																																																																																																																																			

# 40-15 GTIN VALIDATION - INCORRECT ENTRY

If Vendor enters the CASE GTIN incorrectly; the 40-15 MANDATORY TAB will also notify the vendor with a “BAD CHECK DIGIT(CS GTIN)”

NEW ITEM & FILE MAINTENANCE FORM

INTENT: NEW ITEM

PRESENTED/ACCEPTED FOR:

SEASONAL:

X

CONUS

ALASKA

HAWAII

PACIFIC THEATER

EUROPE

CARIBBEAN

GUARANTEED SALE: YES

PRICING STRATEGY: EDLP

SEASONAL PACKAGE:

GLN: 0031100000004

NATIONAL ROLL OUT DATE:

BROKER: COOPER & SMITH CORP

DISTRIBUTOR AVAILABILITY DATE: 30-Apr-25

MANUFACTURER: C & S DISTRO

PRODUCT LEAD TIME: 14 DAYS

CONTRACT NUMBER: One - HDEC012314567 Two -

VENDOR NUMBER: A538

POCs: Pricing - Malcolm Dixon

Sales Rep - Carey Hilson

GDS - Peter Parker

DoDAAC LISTING:

NATIONAL STOCK NUMBER

BRAND

NOMENCLATURE

MIN SHIP QTY (BY SKU)

UPK

CATEGORY TREE

EAN UI

SH/PLT

CASE GTIN

UNIT GTIN

UNIT UPC/PLU

CASE UPC

ITEM: DPT

DPT

WDT

HT

CS CUBE

CS WT

PLT TIE

PLT TIER

DeCA COST REG

SUG MAR % 0.0%

RETAIL REG

SAVINGS

DeCA COST INTRO

SUG MAR % 0

RETAIL PROMO

SAVINGS

RSL

DCG

ORGANIC

HEMP/THC

COST ZONE

RDM WGT

V ITEM #

LIKE ITEM # (PRODUCE)

CRV

P-CODE

ADD

ACCEPT/REJECT

CE

NE

\$D

MW

NW

\$V

1

ArmyEats

Beef Jerky

44

1.00

35697852964893

3.20

1.00

2.00

3.20

EA

3569785296489

1.00

1.50

1.10

1.50

EA

3569872644893

1.00

2.20

2.10

2.20

EA

3568975631148

1.00

2.20

5.20

2.20

EA

3561257435982

2

ArmyEats

Honey Glazed Jerky

6

1.00

35697826448930

1.50

1.00

1.10

1.50

EA

3569872644893

1.00

2.20

2.10

2.20

EA

3568975631148

1.00

2.20

5.20

2.20

EA

3561257435982

3

ArmyEats

Cheese Crackers

3

1.00

35689756311482

2.20

1.00

2.10

2.20

EA

3568975631148

1.00

2.20

5.20

2.20

EA

3561257435982

4

ArmyEats

Peanut Butter Crackers

3

1.00

35612574359822

2.20

1.00

5.20

2.20

EA

3561257435982

FILE MAINTENANCE TYPE:

ATTRIBUTE CHANGE

PRICE CONCERN

ALLOCATION

CONTRACT MISSING

OTHER:

Remarks:

REQUIRED: PRODUCT PICTURES (Insert below)

DATA ENTRY SHEET!B19

40-15 GTIN VALIDATION - CORRECT ENTRY

Bad Check Digit (CS GTIN)

Bad Check Digit (CS GTIN)

Bad Check Digit (CS GTIN)

DATA ENTRY SHEET

40-15 PRES - MANDATORY

40-15 CRV - CRV Only

40-15 SCALE LABEL INFO

40-15 SCALE LBL NUTRITION FACTS

40-15 CERT (new items)

40-15 CERT CONT. (new items)

40-15 PRES CON



## Filling in RSL / Add / P-Code Columns

PROMO PERIOD OPTION(S)										PROMO PERIOD OPTION(S)																													
PRESENTED FOR:					DATE					INTENT					ONE					TWO																			
CONUS					X					19-Mar-25					NEW ITEM																								
ALASKA																																							
HAWAII										NEW ITEM																													
PACIFIC THEATER										YES																													
EUROPE																																							
CARIBBEAN																																							
DODAACS																																							
LEAD TIME										AVAILABILITY DATE										PRICING STRATEGY										SEASONAL PACKAGE									
14 DAYS										30-Apr-25										HIGH/LOW																			
CALCULATION:																																							
CASE GTIN																																							
CHECK DIGIT																																							
VALIDATION																																							
UNIT GTIN										CASE UPC										UNIT UPC/PLU										EAN									
VALID										35697852964893										03569785296489										3569785296									
										726448935										03569872644893										3569872644									
										756311482										03568975631148										3568975631									
										574359822										03561257435982										3561257435									
										697533154										03562269753315										3562269753									
										597535482										04153259753548										4153259753									
										41533368425972										04153336842597										4153336842									
										41536662587142										04153666258714										4153666258									
										41522889635247										04152288963524										4152288963									
										41544598752368										04154459875236										4154459875									
										21389543478624										02138954347862										2138954347									
										21358933256444										02135893325644										2135893325									
										21385245326943										02138524532694										2138524532									
										21385433656694										02138543365669										2138543365									
										21359645225542										02135964522554										2135964522									

Pricing Strategies ( EDLP & HIGH-LOW)

										PROMO PERIOD OPTION(S)	
		DATE		INTENT						ONE	
X		19-Mar-25		NEW ITEM						DISPLAY PERIOD DATES	
										VPR DATES	RSL
				NEW ITEM							
				YES							
										MEDIA DATES	TV
											RADIO
											SAMPLING
										DEMOS	
AVAILABILITY DATE		PRICING STRATEGY			SEASONAL PACKAGE						
30-Apr-25		EDLP									
UNIT GTIN	CASE UPC	UNIT UPC/PLU	EAN	ITEM HT	ITEM WDT	ITEM DPT	CASE HT	CASE WDT			
35697852964893	03569785296489	3569785296	NO	2.000	3.200	1.000	3.200	1.000			
35698726448935	03569872644893	3569872644	NO	1.100	1.500	1.000	1.500	1.000			
35689756311482	03568975631148	3568975631	NO	2.100	2.200	1.000	2.200	1.000			
35612574359822	03561257435982	3561257435	NO	5.200	2.200	1.000	2.200	1.000			
35622697533154	03562269753315	3562269753	NO	3.500	1.300	1.000	1.300	1.000			
41532597535482	04153259753548	4153259753	NO	1.100	1.300	1.000	1.300	1.000			
41533368425972	04153336842597	4153336842	NO	2.100	2.500			2.500			
41536662587142	04153666258714	4153666258	NO	3.200	2.500			2.500			
41522889635247	04152288963524	4152288963	NO	2.500	1.100			2.200			
41544598752368	04154459875236	4154459875	NO	2.500	1.100			2.200			
21389543478624	02138954347862	2138954347	NO	1.100	1.300			1.100			
21358933256444	02135893325644	2135893325	NO	1.000	1.300			1.100			
21385245326943	02138524532694	2138524532	NO	2.600	1.400	1.500	1.400	1.500			
21385433656694	02138543365669	2138543365	NO	2.600	1.400	1.500	1.400	1.500			
21359645225542	02135964522554	2135964522	YES	2.600	1.400	1.500	1.400	1.500			
DATA ENTRY SHEET											
40-15 PRES - MANDATORY				40-15 CRV - CRV Only				40-15 SCALE LABEL INFO			
40-15 SC											

If the Vendor has filled out the TOP portion of the form correctly they should have selected the CORRECT PRICING STRATEGY. This will be extremely important when it is time to begin entering cost and adjustments.

4 Options indicated below.

PRICING STRATEGY	
EDLP	
HIGH/LOW	
EDLP	
MOD EDLP	
NON-EDLP	

Drop-down Options



## Entering DeCA Costs, Suggested Retails, and Adjustments

TWO					
DISPLAY PERIOD DATE		START		END	
PR DATES	RSL	START		END	
		START		END	

COUPON SUPPORT:	NATIONAL/REGIONAL FSI	
	IN-STORE ON SHELF	
	IN-STORE FLYER	
	SHIPPER/PALLET	

NON-NEGOTIATED -		DeCA Cost Suggested Margin %	
		DeCA Intro Cost Suggested Margin %	

**VENDOR ENTERS CASE ADJUSTMENT** -Once the case adjustment is entered the **Calculated Unit Adjustment** automatically calculates/populates.

If Vendor notices a discrepancy with the unit adjustment calculation, vendor needs to verify the UPK and Case adjustment has been entered correctly!

										CASE ADJUSTMENT			CALCULATED UNIT ADJUSTMENT			
SL	DCG	CRV	ADD (X/null)	P-CODE (X/null)	REG COST DeCA	REG RETAIL	INTRO COST DeCA	PROMO RETAIL		MGR SPEC	PWR BUY	SH/PLT	MGR SPEC	PWR BUY	SH/PLT	REG
			X		2.15		1.85				6.00			\$0.60		
			X		3.25		2.75				7.52			\$1.50		
			X		2.15		1.85				6.00			\$1.20		
				X	5.15		4.25				7.75			\$1.55		
			X		5.15		4.25				8.00			\$1.60		
			X		3.95		3.35				8.00			\$0.36		
			X		2.95		2.25				10.00			\$0.83		
			X		5.25		4.55				10.00			\$0.83		
			X		5.25		4.55				12.00			\$1.00		
			X		5.25		4.55				12.00			\$1.20		
			X		2.15		1.85				6.00			\$0.60		
			X		2.15		1.85				6.00			\$0.60		
				X	3.15		2.55				8.00			\$8.00		
			X		2.05		1.55				5.44			\$5.44		
			X		3.25		2.75				7.52			\$7.52		



## 40-15 – Converting to PDF

(Vendors **MUST CONVERT** the excel tabs to PDFs before sending to DECA for review)

### STEP 1:

Select ALL TABS that have data entered by holding the shift key and clicking each with the mouse. Use this method only if vendor knows the EXACT tabs you want to convert to PDF . If vendor wants to convert all tabs then go to STEP 2

### STEP 2:

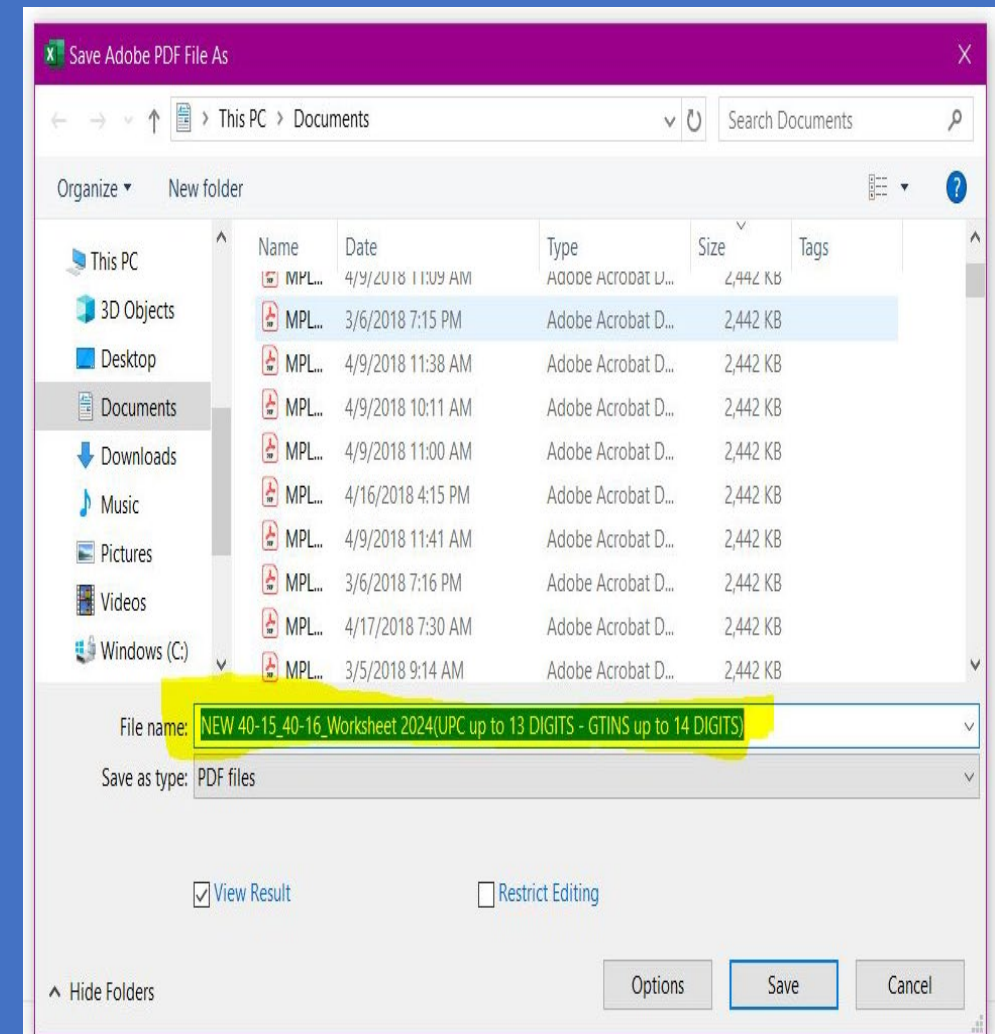
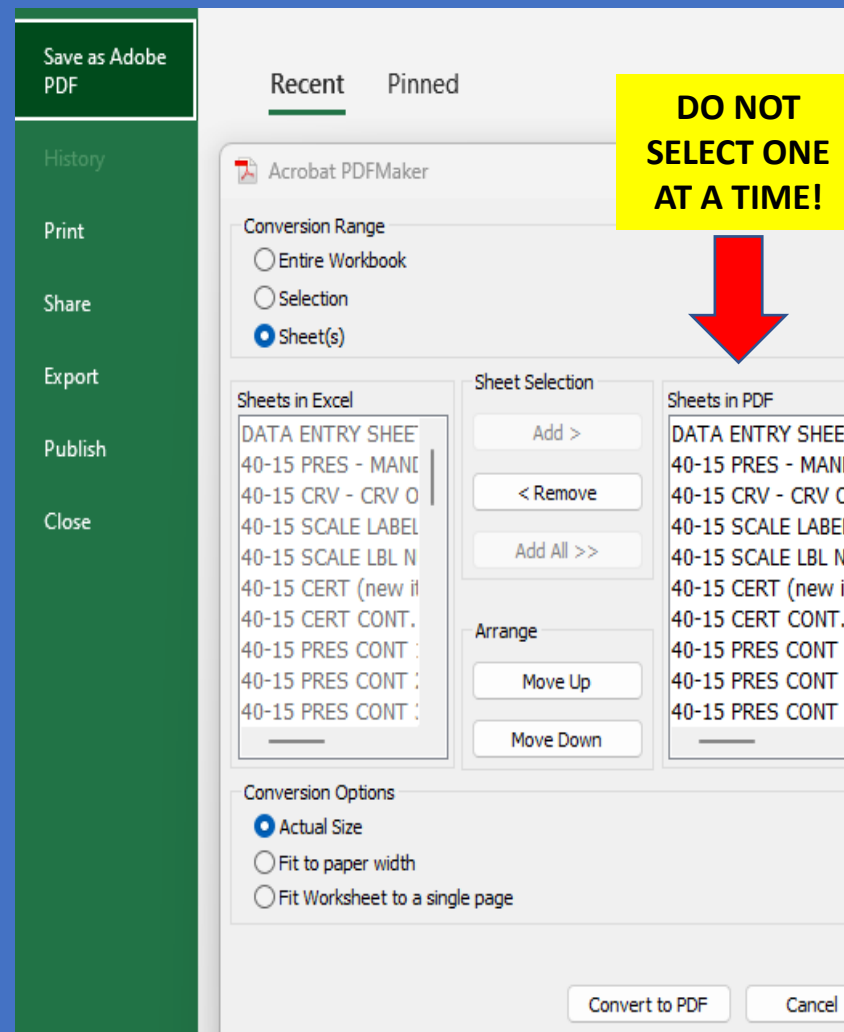
Click FILE in upper left corner  
– Click SAVE AS ADOBE PDF.

### STEP 3:

This menu will populate with all the tabs - click ADD ALL they should move under “Sheets in PDF” - Click Convert to PDF  
*(Vendor will get an Acrobat message - click YES)*

### STEP 4:

This window will populate- Name your form by your brand/vendor information – click SAVE



## Timely Processing Must Haves

### Top portion of DATA ENTRY SHEET

**Vendor Number:** defines the number established by DeCA contracting. These vendor numbers typically will end in -01 for Conus regions and/or -02 for OCONUS regions. (Example: N003-01, N003-02) If you have the same items for the same vendor number ensure you indicate -01, -02, etc. in the vendor number box. This helps the **File Maintenance Team** identify which contract belongs to CONUS/OCONUS (ex. A232-01, A232-02)

**The vendor # will be the first thing the file maintenance team enters to build our make changes to your item. Very IMPORTANT, form will be rejected without it**


**Contract Number:** defines what year a contract was established, Procurement Instrument Identification Number (PIIN) Indicate if the item should be added to more than 1 contract. Example of a Contract # : **HDEC0120G1234 and HDEC0120G2456**

- ✓ Please ensure the contract number is associated with the correct vendor number indicated on the form.
- ✓ In the event that the “-02” contract is not indicated on the form, it will be assumed there is NOT an existing “-02” contract. The DeCA team will not verify if there is an second contract/vendor # if the vendor does not indicate it.

***Failure to follow these guidelines will result in a rejected form***

## Timely Processing Must Haves

- ✓ **UNIT UPC's:** Should be between 10-13 digits depending on your item barcode. Our database will only allow us to input the first 12 digits, and a check digit will populate automatically for the 13<sup>th</sup> digit IF your item's barcode includes all 13 digits. **Note: Not all UPC's will be the full 13 digits. You are required to know the correct UPC information.** To assist File Maintenance in adding these items correctly in our database please provide a picture of the barcode in the remarks section ensuring that the numbers are legible to read.
- ✓ **CASE GTINs:** Should be 14 digits long. No exceptions! Vendors are required to know the correct GTINs for their products. DECA does not provide these.
- ✓ **EAN: European Article Number:** Please select "YES" or "NO" under the EAN column on the DATA ENTRY SHEET to indicate if the item has a UPC or EAN . Indicating this will assist file maintenance team with interpreting how the item will be input into PHQ and unlike UPC's ; the vendor is expected to provide the check digit for EANs.



UNIT UPC/PLU	EAN	ITEM HT
3569785296	NO	2.000
3569872644	NO	1.100
3568975631	NO	2.100
3561257435	NO	5.200
3562269753	NO	3.500
4153259753	NO	1.100
4153336842	NO	2.100
4153666258	NO	3.200
4152288963	NO	2.500
4154459875	NO	2.500
2138954347	NO	1.100
2135893325	NO	1.000
2138524532	NO	2.600
2138543365	NO	2.600
2135964522	YES	2.600
MANDATORY		40-15 CRV - CRV O

## Timely Processing Must Haves

- ✓ **PRESENTED/ ACCEPTED FOR:** If ALL areas have the same cost/price check the Conus block only. If Hawaii/Alaska has a different cost/price submit on a separate 40-15/40-16 indicating the cost for those areas. Combine all forms into one PDF document to minimize issues.

\*\*Hawaii only vendors check Hawaii box only\*\*

2			
3	PRESENTED FOR:		
4	CONUS		▼
5	ALASKA		
6	HAWAII	X	
7	PACIFIC THEATER		
8	EUROPE		
9	CARIBBEAN		

- ✓ **LINE ITEM UPDATES:** When product data updates and changes are required you **MUST** submit those changes on a 40-15(Data Entry Sheet), no exceptions!  
*Any 40-15 Corrections requested by File Maintenance to the vendor must be responded to in 24 hrs.*

- ✓ **SALES REP SIGNATURE:** Sales Representative will digitally sign the 40-15 and/or 40-16 PRES Mandatory tab before sending to DeCA. All information must be verified for accuracy prior to signing and submitting to DeCA to be input.  
(Note: this signature can be Digital, Adobe, or hand signed)

***Failure to follow these guidelines will result in a rejected form.***



## Contact Information

### POCs for 4015/40-16 Instruction Storyboard

Tita Kalua'u  
Promotions - Business Management Specialist  
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### POC for DeCA Form 40-15/4016 Technical Support

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### POCs for 40-15 File Maintenance Issues (Item UPC/GTIN level issues)

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