

'Best Value' program helps ID lowest prices

By Bonnie Powell
DeCa Marketing

FT LEE, Va. - What's in a name? For some people it's everything. For others, price is the most important factor in grocery-buying. The Defense Commissary Agency, or DeCa, is kicking off a program to make the job of bargain hunting much easier for military shoppers, and still make sure customers are getting a quality product. Starting in July, shoppers will see "Best Value Item" signs at store entrances and on commissary shelves.

"The Best Value program identifies items that are the lowest price at the name brand quality our customers expect," said Gary Duell, manager, Marketing Business Unit, DeCa. "Best value items will be clearly marked."

Best Value prices will also be lower than premium quality store brands sold at retail groceries. Commissary store directors will work hard to guarantee military shoppers get the best prices without the having to research prices at the commissary - or at stores outside the gate.

The program is in response to customer demand for more price savings. The commissary system is making an effort to encourage single shoppers, military families and retirees on fixed incomes to take greater advantage of their benefit and "some of those customers have indicated that saving money is their number one priority," said Duell.

Retail grocers often have "store" or "private label" brands, which can vary in quality and price. Commissaries, by regulation, are only permitted to carry "name brands" or brands that are widely available across the U.S. In cases where shoppers are more concerned with price and cost savings, name brands might not always be the least expensive choice.

The Best Value program won't apply to every size and type of grocery item carried by commissaries, according to Duell. The amount of signs displayed and pricing comparisons needed would be overwhelming for customers and employees. The item list may change frequently according to market conditions.

June promotees

Major

Carpenter, Robert
Gillespie, Shawn
Stevens, Paul
Koverman, Steven
Cetola, Jeffrey
Feiste, James

Captain

Sheets, Amanda
Winstead, Patrick
Beyer, James
Hanson, Jeremy
Whirledge, Marc
Whetzel, Robert

1st lieutenant

Hunter, Ernest
Barnes, Michael
Renter, Jason
Lex, Peter

Chief master sergeant

Aitken, Christopher

Master sergeant

Bennett, Levi
Darnier, Douglas
Edwards, Dennis
Gabbert, Terry
Gregory, Oliver
McBrayer, John II

Technical sergeant

Baker, Andre
Beard, Michael
Bloss, Gerald
Charls, David
Droesch, Dean
Gonzaga, Fermin

Lane, Kenneth II
Moorefield, Barry
Riter, Richard
Ritz, Michael
Timko, Daniel III
Warner, Mark
Wingate, Gary
York, Jeffery

Staff sergeant

Abrams, Shawn
Calmes, Robert
Cedergren, Keith
Chapman, Don
Clements, Corey
Greene, Francis
Grunditz, Joseph
Hodges, Jason
Leugers, Rachel
Lewis, James
Palmer, Tasha
Shultz, Ronald
Smith, Danna
Stephens, Beth
Stites, Michael
Taylor, Jon
Westhaver, Todd

Senior airman

Anderson, Christopher
Bartley, Corwin
*Bauer, Patrick
Bishop, Michael
Blake, Andre
Bristow, Shawn
Bullecks, William
*Cookson, Diamond
Dunmore, Dajuan
*Freeman, Marcus

*Genco, Gregory Jr.
Henriksen, Patrick
Hopp, Kevin
*Krahn, Donald Jr.
Lavoie, Timothy
Luib, Casey
McGleish, Maurice
McIntyre, Tarryl
Moon, Lance
Morales, Renee
Murphy, Jeremy
O'Quinn, Wade
*Potts, James
Ramsey, Daniel
Smith, Ronald
Tebbeharris, Jayson
West, Dane
White, Sherelle
Wilbanks, David
(*Denotes Below-the-Zone promotion)

Airman 1st class

Alexander, Xondria
Anderson, Laura
Bivins, Sylvia
Brennan, Jennifer
Cowan, James
Green, Maria
Katkoski, Michael
Leblanc, Joy
Lyons, Dina
Williams, Terence

Airman

Baldi, Nichole
Dearth, Jaime
Gallegos, Ramon
Ortiz, Manuel