

STORE ALERT: HOLIDAY BEEF RIB ROAST PROMOTION

December 11, 2025

Job # 55000

Discounted beef rib roast for this promotion is detailed in the table below

| ITEM | PRICE/LB | US UPC | EU UPC | PAC UPC |
|------------------------------------|------------|-------------|-------------|-------------|
| SELECT BONE IN RIBEYE ROAST FRESH | \$6.99/LB | 20120200000 | | 20120200000 |
| SELECT BONE IN RIBEYE ROAST FROZEN | \$6.99/LB | | | 20120200000 |
| CHOICE BONE IN RIBEYE ROAST FRESH | \$7.99/LB | 20119300000 | 22195700000 | 20119300000 |
| CHOICE BONE IN RIBEYE ROAST FROZEN | \$7.99/LB | | 25195700000 | 20119300000 |
| ANGUS BONE IN RIBEYE ROAST FRESH | \$8.99/LB | 20120800000 | | 20120800000 |
| ANGUS BONE IN RIBEYE ROAST FROZEN | \$8.99/LB | | | 20120800000 |
| PRIME BONE IN RIBEYE ROAST FRESH | \$12.99/LB | 20253500000 | | |
| PRIME BONE IN RIBEYE ROAST FROZEN | \$12.99/LB | | | |
| PRIME BNLS RIBEYE ROAST FRESH | \$12.99/LB | | | 20253200000 |

Flyer 8.5" x 11" PDF Download for in-store print



GUIDANCE

Print Instructions

- Choose printer
- Color: Select Color (do not use Grayscale, or Black & White)
- Paper Size: Actual Size (8.5" x 11")
- Choose portrait
- Print one sided
- Paper: Use multipurpose copy paper, 20 lb. weight, 92 brightness
- Print one copy first
- Copies: Set number of copies

Display flyer in the following areas:

- Front of store
- At check out / near registers
- Near select beef rib roast
- High visibility areas of your choosing

NOTE:

Installation should be clean and professional. Method of installation should not be visible to customer. (i.e.tape)

STRATEGY

Increase sales by highlighting special pricing on select beef rib roast.

CAMPAIGN THEME

GO BIG on BEEF. Roast it! Sear it! Smoke it! Slice it!
Celebrate the holidays with Beef Rib Roast savings at your Commissary.

APPLICABILITY

All CONUS & OCONUS Stores

ELEMENTS

Printable Flyer

DISPLAY DATES

December 15, 2025 - Until further notice

NOTE:

Store Director and employees should complete the checklist with employees submitting completed checklist to Store Director for review.

COMPLETED



QUESTIONS: For questions concerning signage please contact Marketing: deca.lee.hq.list.marketing-team@mail.mil
For questions concerning pricing please contact the MPS Fresh Team: deca.lee.hq.list.mps-fresh@mail.mil

