



DEFENSE COMMISSARY AGENCY  
HEADQUARTERS  
1300 E AVENUE  
FORT LEE, VIRGINIA 23801-1800

IN REPLY  
REFER TO

MPS

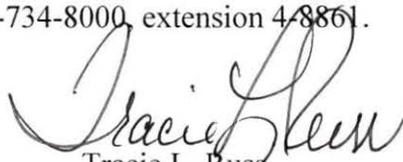
October 26, 2015

NOTICE TO THE TRADE - DeCA NOTICE 16-06

SUBJECT: Category Review Notification-BBQ/Hot/Steak/Worcestershire & All Other Sauces

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will conduct a BBQ, Hot Sauce, Steak, Worcestershire, and All Other Sauces category review beginning in December 2015. The attached template identifies the commodity codes to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Ms. Barbara Merriweather at, [barbara.merriweather@deca.mil](mailto:barbara.merriweather@deca.mil) or, 804-734-8000, extension 4-8861.

  
Tracie L. Russ  
Director, Sales

## CATEGORY PLAN

( Publish 30 Days Prior to Category Review)

<b>Category:</b>	BBQ/Hot/Steak/Worcestershire/Marinade And All Others
Universe of Items Included (e.g. D/C/G codes):	0010/0011/0013/0015/0016/0018
Planogram Name / Number*:	BBQ/Hot/Steak/Worcestershire/Marinade And All Others
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (Include / Exclude):	Include
Optional items (Include / Exclude):	Exclude
One-time buy/seasonal items (Include / Exclude):	Exclude
Club packs (Include / Exclude):	Exclude
Category Segmentation (if different than D/C/G codes identified above):	Category Segmentation will be based on Industry best practices
<b>Category Review Month (MM/YYYY):</b>	<b>12/2015</b>
Date Last Completed (MM/YYYY):	
<b>Category Manager:</b>	Barbara Merrweather
<b>Implementation / Scorecard to be Managed by:</b>	Barbara Merrweather
<b>Category Role (e.g. Destination, Routine, Convenience):</b>	Destination
<b>Marketing Strategy:</b>	
<i>To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:</i>	
Number of Promotions Per Year:	
Seasonal Promotions?:	
Theme Event?	
Method (i.e. Mandate):	
<b>Category Objectives:</b>	Meet category objectives, Plan for Trends, best retail practices as well as limiting Regional items to fit the regional space provided.
<i>(Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)</i>	
<b>Special Factors/Notes:</b>	Focus on Consumer segmentation
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
<b>Evaluation Criteria:</b>	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	12 ft
K4 (e.g. 12ft)	12 ft
K3 (e.g. 12ft)	12 ft
K2 (e.g. 12ft)	8 ft
K1 (e.g. 8ft)	4 ft
Preferred Period Ending for Data (MM/YYYY):	10/2015
Preferred Timeframe for Data (e.g 26 Weeks)	52 Weeks
Data - Geography (e.g. Worldwide, ConUS)	Conus
Primary Ranking of Data (Packages, Dollars)	Dollars
Secondary Ranking of Data (Packages, Dollars):	Units
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	Stock Assortment RM - Patron Saving AOC