



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

IN REPLY
REFER TO

MPS

November 30, 2015

NOTICE TO THE TRADE - DeCA NOTICE 16-14

SUBJECT: Category Review Notification-Dry Dog Food

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will conduct a Dry Dog Food 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 Mr. Darrell Clary at, darrell.clary@deca.mil or, 804-734-8000, extension 4-8866.

A handwritten signature in cursive script, reading "Tracie L. Russ", is positioned above the printed name and title.

Tracie L. Russ
Director, Sales

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Dry Dog Food
Universe of Items Included (e.g. D/C/G codes):	1573
Planogram Name / Number*:	
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (Include / Exclude):	Included
Optional items (Include / Exclude):	Excluded
One-time buy/seasonal items (Include / Exclude):	Excluded
Club packs (Include / Exclude):	Included
Category Segmentation (if different than D/C/G codes identified above):	
Category Review Month (MM/YYYY):	Dec 2015
Date Last Completed (MM/YYYY):	UNKNOWN
Category Manager:	Darrell J. Clary
Implementation / Scorecard to be Managed by:	Janet Berry, Merchandise Specialist
Category Role (e.g. Destination, Routine, Convenience):	Routine
Marketing Strategy:	
<i>To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:</i>	
Number of Promotions Per Year:	TO BE DETERMINED
Seasonal Promotions?:	YES
Theme Event?	YES
Method (i.e. Mandate):	MANDATE
Category Objectives:	Update POG to reflect current trends, maximize strength with specialty dog food, trade customers up from small bags and revise club pack offering
<i>(Examples of Objectives - Increase/Decrease # of SKU's, Increase/Decrease Linear Footage of Section, Streamline Assortment, Increase/Decrease # of Promotions, Evaluate New Item Proposals, Plan for Trends and retail best practices, prioritize space for high velocity items, meet minimal pack out)</i>	
Special Factors/Notes:	Business item line review covering performance data showing DeCA CONUS vs XAOC, FY (2015) 52 week & current 26 weeks. Also bring all promotion proposals to review appointment
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
Evaluation Criteria:	
Current Category POG Size (in Linear Feet):	Dry Dog Food
K5 (e.g. 12ft)	48' & 36' w/o 30-40lbs
K4 (e.g. 12ft)	48' & 36' w/o 30-40lbs
K3 (e.g. 12ft)	36' & 24' w/o 30-40lbs
K2 (e.g. 12ft)	20'
K1 (e.g. 8ft)	12'
Preferred Period Ending for Data (MM/YYYY):	
Preferred Timeframe for Data (e.g 26 Weeks)	FY 2015(52 weeks) & current 26 weeks
Data - Geography (e.g. Worldwide, ConUS)	Conus
Primary Ranking of Data (Packages, Dollars)	Dollars
Secondary Ranking of Data (Packages, Dollars):	Packages
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	RM & AOC