



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

IN REPLY
REFER TO

MPS

December 4, 2015

NOTICE TO THE TRADE - DeCA NOTICE 16- 19

SUBJECT: Category Review Notification-Refrigerated Juice

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will conduct a Refrigerated Juice category review beginning in December. 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. Steven Villeneuve at, steven.villeneuve@deca.mil or, 804-734-8000 extension 4-8495.

A handwritten signature in black ink, 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: Universe of Items Included (e.g. D/C/G codes): 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): Optional items (Include / Exclude): One-time buy/seasonal items (Include / Exclude): Club packs (Include / Exclude): Category Segmentation (if different than D/C/G codes identified above):	Refrigerated Juice 2954, 2955, 2960, 2964, 2966 Refrigerated Juice exclude exclude exclude exclude Dec 2015 Nov 14 Steven Villeneuve Ryan Martin Routine
Category Review Month (MM/YYYY): Date Last Completed (MM/YYYY):	Dec 2015 Nov 14
Category Manager:	Steven Villeneuve
Implementation / Scorecard to be Managed by:	Ryan Martin
Category Role (e.g. Destination, Routine, Convenience):	Routine
Marketing Strategy: To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below: Number of Promotions Per Year: Seasonal Promotions?: Theme Event? Method (i.e. Mandate):	22 Reduce SKU count and increase days of supply on shelf
Category Objectives:	Reduce SKU count and increase days of supply on shelf
(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)	
Special Factors/Notes:	
(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)	
Evaluation Criteria: Current Category POG Size (in Linear Feet): K5 (e.g. 12ft) K4 (e.g. 12ft) K3 (e.g. 12ft) K2 (e.g. 12ft) K1 (e.g. 8ft) Preferred Period Ending for Data (MM/YYYY): Preferred Timeframe for Data (e.g. 26 Weeks) Data - Geography (e.g. Worldwide, ConUS) Primary Ranking of Data (Packages, Dollars) Secondary Ranking of Data (Packages, Dollars): Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	20 20 16 12 12 9/26/15 26 weeks Conus dollars and units RM