IN REPLY
REFER TO

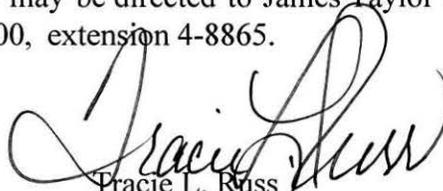MPS                                                                    January 26, 2016

NOTICE TO THE TRADE - DeCA NOTICE 16-33

SUBJECT:  Category Review Notification- Frozen Meat and Poultry

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will conduct a Frozen Meat and Poultry category review beginning in March.  The attached template identifies the commodity codes to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to James Taylor at, james.taylor2@deca.mil or, 804-734-8000, extension 4-8865.

Tracie L. Russ
Director, Sales

# CATEGORY PLAN

## ( Publish 30 Days Prior to Category Review)

**Category:** Meat Frozen

Universe of Items Included *(e.g. D/C/G codes)*: 3701 3950 3953 3954 3955 3956 3959 3960 3964 3966 3969 3972 3973

Planogram Name / Number*:

*\*Category definition based on current and previous published planograms (to include items that have been phased out).*

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 Review Month *(MM/YYYY)*:**

Date Last Completed *(MM/YYYY)*: 06/2015

**Category Manager:** Taylor/Henderson

**Implementation / Scorecard to be Managed by:** Henderson

**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)*: *EDLP, Modified EDLP and High Low*

**Category Objectives:** New items/Trends/Prioritize Space/Decrease SKUs

*(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:** Trends/Innovation

*(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)*

**Evaluation Criteria:**

Current Category POG Size *(in Linear Feet)*:

| | |
|---|---|
| K5 *(e.g. 12ft)* | 28 FT |
| K4 *(e.g. 12ft)* | 28 FT |
| K3 *(e.g. 12ft)* | 26 FT |
| K2 *(e.g. 12ft)* | 17 FT |
| K1 *(e.g. 8ft)* | 14 FT |

Preferred Period Ending for Data *(MM/YYYY)*: 1/2016

Preferred Timeframe for Data *(e.g 52 Weeks)*: 52 and 26 weeks

Data - Geography *(e.g. Worldwide, ConUS)*: DeCA Worldwide

Primary Ranking of Data *(Packages, Dollars)*: Packages

Secondary Ranking of Data *(Packages, Dollars)*: Dollars

Comparison Retail Market *(e.g. Total US Food, Key Retailers)*: Total US Food

**Category:**

Universe of Items Included *(e.g. D/C/G codes)*:

| | |
|---|---|
| | **Poultry Other** |
| | 3700 3702 3703 3704 3779 |

Planogram Name / Number*:

*Category definition based on current and previous published planograms (to include items that have been phased out).*

| | |
|---|---|
| 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 Review Month** *(MM/YYYY)*:

Date Last Completed *(MM/YYYY)*:

| |
|---|
| 06/2015 |

**Category Manager:**

| |
|---|
| Taylor/Henderson |

**Implementation / Scorecard to be Managed by:**

| |
|---|
| Henderson |

**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)*:

| |
|---|
| *EDLP, Modified EDLP and High Low* |

**Category Objectives:**

| |
|---|
| New items/Trends/Prioritize Space/Decrease SKUs |

*(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:**

| |
|---|
| Trends/Innovation |

*(Examples - Focus on emerging category trends, new item introductions, consumer segmentation…)*

**Evaluation Criteria:**

Current Category POG Size *(in Linear Feet or Doors)*:

| | |
|---|---|
| K5 *(e.g. 12ft)* | 28FT |
| K4 *(e.g. 12ft)* | 28FT |
| K3 *(e.g. 12ft)* | 26FT |
| K2 *(e.g. 12ft)* | 17FT |
| K1 *(e.g. 8ft)* | 14FT |
| Preferred Period Ending for Data *(MM/YYYY)*: | 1/2016 |
| Preferred Timeframe for Data *(e.g 52 Weeks)* | 52 and 26 weeks |
| Data - Geography *(e.g. Worldwide, ConUS)* | DeCA Worldwide |
| Primary Ranking of Data *(Packages, Dollars)* | Packages |
| Secondary Ranking of Data *(Packages, Dollars)*: | Dollars |
| Comparison Retail Market *(e.g. Total US Food, Key Retailers)*: | Total US Food |