

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

MPS April 6, 2016

NOTICE TO THE TRADE - DeCA NOTICE 16-64

SUBJECT: Category Review Notification-Butter, Margarine, Spread

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will conduct a butter/margarine and spread category review beginning in April. The attached template identifies the commodity codes to be reviewed, category review objectives, and relevant information. We would like to request that any new item 40-15s be sent prior to meetings as well as request all presentations be made utilizing the monitor in the vendor room rather than paper copies.

Questions regarding this review may be directed to Mr. Steven Villeneuve at, steven.villeneuve@deca.mil or, 804-734-8000, extension 4-8495.

Tracie L. Russ Director, Sales

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

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Category:	Butter/Margarineand Spread
Universe of Items Included (e.g. D/C/G codes):	2931
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):	NA
One-time buy/seasonal items (Include / Exclude):	NA
Club packs (Include / Exclude):	NA
Category Segmentation (if different than D/C/G codes identified above):	
Category Review Month (MM/YYYY):	April 2016
Date Last Completed (MM/YYYY):	Αριίι 2010
Date Last Completed (MINN 1111).	
Category Manager:	Steve Villeneuve
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Implementation / Scorecard to be Managed by:	Jessica Stables, Merchandising Specialist
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Category Role (e.g. Destination, Routine, Convenience):	Routine
Marketing Strategy:	
To be determined by Industry/DeCA during review. Discussion to include, but no	ot limited to, topics below:
Number of Promotions Per Year:	up to 12
Seasonal Promotions?:	NA
Theme Event?	NA
Method (i.e. Mandate):	NA
<u>Category Objectives</u> :	The object of this review is to get new innovation as well as correct any sku inefficiencies.
(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:	Please submit 40/15s electronically prior to meeting.
Special Factors/Notes.	All appointment presentations please use monitor to present.
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(Examples - Focus on emerging category trends, new item introductions, consumer segmentation)	
Evaluation Criteria:	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)32	
K4 (e.g. 12ft)32	
K3 (e.g. 12ft)32	
K2 (e.g. 12ft)20	
K1 (e.g. 8ft)16	
Preferred Period Ending for Data (MM/YYYY):	3/31/2016
Preferred Timeframe for Data (e.g 26 Weeks)	26 weeks
Data - Geography (e.g. Worldwide, ConUS)	CONUS ex AL & HI
Primary Ranking of Data (Packages, Dollars)	Units and Dollars
Secondary Ranking of Data (Packages, Dollars):	NA .
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	RM