



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

IN REPLY
REFER TO

MPS

May 17, 2016

NOTICE TO THE TRADE – DeCA NOTICE 16-79

SUBJECT: Category Review Notification - Salad Dressings, Mayo, Croutons

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will conduct a Salad Dressings, Mayo, Croutons category review beginning in July. 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 or 804-734-8000, extension 4-8861, or Mr. Alex Waldon at alex.waldon@deca.mil or 804-734-8000, extension 4-8684.

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*:

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

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):

Liquid and Dry Salad Dressings, Salad Toppings, Croutons, Mayonaise, and Sandwich Spreads

0020, 0021, 0022, 0023, 0024, 0025, 0026, 0027, 0028

Liquid/Dry/Salad Dressings/Mayo/Croutons

Exclude

NA

Exclude

Exclude

Category Review Month (MM/YYYY):

Date Last Completed (MMYYYY):

mid-July - August 2016 (presentations accepted 6/13 - 7/22)

Category Manager:

Barbara Merriweather

Implementation / Scorecard to be Managed by:

Alex Waldon, Merchandising Specialist

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):

Category Objectives:

The object of this review is to add new innovation and reduce the overall SKU count. Downsizing of SKUs will be accomplished by removing excessive flavor and size offerings (i.e. 8 brands of ranch dressing available in 5 sizes).

(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:

All presentations will be limited to 30 minutes. All 40-15s should be submitted electronically prior to the meeting. Order of items on all 40-15s will be assumed as prioritized.

(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):

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 ft.

20 ft.

20 ft.

16 ft.

8 ft.

3/31/2016

26 weeks

CONUS ex AL & HI

Units and Dollars (% Chg vs Prev & % Chg vs YAG)

Patron Savings

Stock Assortment vs RM, Patron Savings vs XAOC