



IN REPLY
REFER TO

DEFENSE COMMISSARY AGENCY
HEADQUARTERS
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FORT LEE, VIRGINIA 23801-1800

MPS

July 7, 2016

NOTICE TO THE TRADE - DeCA NOTICE 16-98

SUBJECT: Category Review Notification - Yogurt

The purpose of this notice is to advise Industry that the Sales Directorate will conduct a yogurt category review beginning in August. 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, DeCA Form 40-15s, be sent prior to meetings and all presentations be made electronically, 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

Attachment
As stated

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):

Yogurt

2941, 2969, 2967, 2963

Yogurt

Include

Exclude

Include

Include

Traditional, Greek, Kids, Health

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

August 2016

January 2016

Category Manager:

Steve Villeneuve

Implementation / Scorecard to be Managed by:

Jessica Stables

Category Role (e.g. Destination, Routine, Convenience):

Routine/Destination

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):

Up to 23

Yes

Yes

Mandate

Category Objectives:

Improve Sku Efficiencies and product assortment.

(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:

Focusing on category trends, shelf holding power

(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)

07/02/2016

26 Weeks

Conus

Units

Dollars & Patron Savings

xAOC, RM