



IN REPLY  
REFER TO

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

MPS

January 27, 2016

NOTICE TO THE TRADE - DeCA NOTICE 16-35

SUBJECT: Category Review Notification – Cups, Plates, Picnic

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

Questions or concerns regarding this review may be directed to Ms. Rena Dial at, [rena.dial@deca.mil](mailto:rena.dial@deca.mil) or, 804-734-8000, extension 4-8014.

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):

**Cups and Plates**

1535,1582,1585,1587,1589,1590,1592

**Cups and Plates Picnic**

Exclude

Exclude

Exclude

Include

Category Segmentation will be based on Industry best practices

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

Date Last Completed (MM/YYYY):

03/ 2016

06/2014

**Category Manager:**

Rena Dial

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

Rena Dial

**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:**

Meet category objectives below and Plan for Trends and best retail practices. Streamline to meet pack out.

(Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)

**Special Factors/Notes:**

Focus on Consumer segmentation

(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 ft

16 ft

12 ft

8 ft

8 ft

01/2016

52 & 26 Weeks

Conus

Dollars

Units

Stock Assortment RM - Patron Saving AOC