



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

IN REPLY
REFER TO

MPS

February 12, 2016

NOTICE TO THE TRADE - DeCA NOTICE 16-42

SUBJECT: Category Review Notification – Refrigerated Cheese

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will conduct a Refrigerated Cheese 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 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)

Category:	Cheese
Universe of Items Included (e.g. D/C/G codes):	2928, 2929, 2930, 2932, 2947, 2952
Planogram Name / Number*:	Toni Stalnaker
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (Include / Exclude):	NA
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):	March 2016
Date Last Completed (MM/YYYY):	02/2015
Category Manager:	Steve Villeneuve
Implementation / Scorecard to be Managed by:	Jessica Stables, Merchandising Specialist
Category Role (e.g. Destination, Routine, Convenience):	Routine
Marketing Strategy:	
<i>To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:</i>	
Number of Promotions Per Year:	up to 12
Seasonal Promotions?:	NA
Theme Event?	NA
Method (i.e. Mandate):	NA
Category Objectives:	Maximize POG potential while adding new innovation. Ensure days of supply are adequate to keep product in stock throughout the business day.
<i>(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)</i>	
Special Factors/Notes:	
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
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):	01/16
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