



**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 16-78

SUBJECT: Category Review Notification - Baking Mixes & Flour

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will conduct a Baking Mixes & Flour 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](mailto:barbara.merriweather@deca.mil) or 804-734-8000, extension 4-8861, or Mr. Alex Waldon at [alex.waldon@deca.mil](mailto: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):

**Cake, Cookie, Brownie, Bread, Muffin, Pie Crust and Dessert Mixes, Corn Meal, and Flour**

0261, 0263, 0267, 0268, 0271, 0272, 0273, 0277, 0279, 0282

Cake Mixes / Flour

NA

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, expand natural, organic, and gluten free options, and delete under performing SKUs.

*(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)

24 ft.

24 ft.

24 ft.

20 ft.

12 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