



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

IN REPLY
REFER TO

MPS

December 9, 2019

NOTICE TO THE TRADE – DeCA NOTICE 20-08

SUBJECT: Category Review Notification – Produce Premium Juice

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Produce Premium Juice in January 2020. Appointments / presentations will be accepted on January 9, 16, and 23. Appointment requests must be submitted no later than January 7. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Ms. Cynthia Six, Merchandising Specialist, at cynthia.six@deca.mil or 804-734-8000 extension 48830. Appointment requests may be submitted to Ms. Kimberly Hammond, at kimberly.hammond@deca.mil.

Tracie L. Russ
Director, Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Produce Premium Juice
Universe of Items Included (e.g. D/C/G codes):	8200
Planogram Name / Number*:	
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (Include / Exclude):	Include
Optional items (Include / Exclude):	Exclude
One-time buy/seasonal items (Include / Exclude):	Exclude
Club packs (Include / Exclude):	Exclude
Category Segmentation (if different than D/C/G codes identified above):	
Category Review Month (MM/YYYY):	January 2020
Date Last Completed (MM/YYYY):	Approximately 1 year ago
Category Manager:	Bridget Bennett
Implementation / Scorecard to be Managed by:	Cynthia Six/Bridget Bennett
Category Role (e.g. Destination, Routine, Convenience):	Basket Builder
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:	
Seasonal Promotions?:	
Theme Event?	
Method (i.e. Mandate):	
Category Objectives:	Increase sales for the category by using retail best practice, and optimize variety while meeting pack out.
Special Factors/Notes:	Focus on new innovation while maintaining top sellers.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
Evaluation Criteria:	
Current Category POG Size (in Linear Feet):	*Some POG's will be Coolers for stores that don't have inline
K5 (e.g. 12ft)	12ft
K4 (e.g. 12ft)	8ft
K3 (e.g. 12ft)	8ft
K2 (e.g. 12ft)	4ft
K1 (e.g. 8ft)	4ft
Preferred Period Ending for Data (MM/YYYY):	12/2019
Preferred Timeframe for Data (e.g 26 Weeks)	52, 26 and 13 Weeks
Data - Geography (e.g. Worldwide, ConUS)	CONUS to include AK, HI and PR
Primary Ranking of Data (Packages, Dollars)	Dollars/Units
Secondary Ranking of Data (Packages, Dollars):	ACV/Patron Savings
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	Retail Market and AOC