



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

IN REPLY
REFER TO

MPS

June 15, 2020

NOTICE TO THE TRADE – DeCA NOTICE 20-61

SUBJECT: Category Review Notification – Choc Syrup Hot Choc Breakfast Drinks

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Choc Syrup Hot Choc Breakfast Drinks in July 2020. Appointments/presentations will be accepted July 21-24. Appointment requests must be submitted no later than July 15. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Please note the period ending date for data is February 20, 2020. Request data provided during your presentation correspond with this date.

Point of contact for questions regarding this review and appointment requests is Ms. Wendy VanBever, Merchandising Specialist, wendy.vanbevers@deca.mil or 804-734-8000 extension 86459.

Tracie L. Russ
Director, Sales

Attachment
As stated

CATEGORY PLAN

Category:

Universe of Items Included (e.g. D/C/G codes):

Choc Syrup Hot Choc Breakfast Drinks

Planogram Name / Number*:

03000

*Category definition based on current and previous published planograms (to include items that have been phased out).

Regional items (Include / Exclude):

Include

Optional items (Include / Exclude):

Exclude

One-time buy/seasonal items (Include / Exclude):

Exclude

Club packs (Include / lude):

Exclude

xcluded

Category Segmentation (if different than D/C/G codes identified above):

Category Segmentation will be based on Industry best practices

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

Approximately 2 years ago

Category Manager:

Barbara Merriweather

Implementation / Scorecard to be Managed by:

Wendy VanBever / Barbara Merriweather

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

Convenience and Traffic Driver

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 product segmentation and innovation.

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K5 (e.g. 40, 48, 52, 56, 60, 64, 68, 76ft)

K4 (e.g. 40, 48, 52, 56, 60, 64, 68, 76ft)

K3 (e.g. 12, 16, 20, 24 ft.)

K2 (e.g. 20, 24, 28, 32ft)

K1 (e.g. 12, 16ft)

12FT

8FT

8FT

4FT

Preferred Period Ending for Data (MM/YYYY):

29 Feb 2020

Preferred Timeframe for Data (e.g 26 Weeks)

52 & 26 Weeks

Data - Geography (e.g. Worldwide, ConUS)

Conus

Primary Ranking of Data (Packages, Dollars)

Dollars

Secondary Ranking of Data (Packages, Dollars):

Units

Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)

Stock Assortment RM - Patron Saving AOC