



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

**IN REPLY
REFER TO**

MPS

October 9, 2020

NOTICE TO THE TRADE – DeCA NOTICE 21-04

SUBJECT: Category Review Notification – Chilled Milk Alternative and Creamer

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Chilled Milk Alternative and Creamer in November 2020. Appointments for presentations will be offered November 2-19. The attached template identifies the category to be reviewed, category review objectives, and relevant information. Appointment requests must be submitted no later than November 1.

Please submit questions and appointment requests to Ms. Jennifer Baker, Merchandising Specialist, at jennifer.baker@deca.mil or (804) 734-8000 extension 86338.

Tracie L. Russ
Director, Sales

Attachments:
As stated

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):

Chilled Milk Alternative and Creamer

01850, 01858, 01859

01850, 01858, 01859

Include

Include

Include

Include

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

November 2020

Category Manager:

Jessica Stables

Implementation / Scorecard to be Managed by:

Jessica Stables/Jennifer Baker

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

Destination

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:

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.

(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)

16 ft +

16 ft +

16 ft +

8 ft +

8 ft +

October 2020

52 Weeks

CONUS excluding AK & HI

Dollars/Units

ACV/Patron Savings

Remaining Market and xAOC