



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

**IN REPLY  
REFER TO**

MPS

November 18, 2020

NOTICE TO THE TRADE – DeCA NOTICE 21-21

SUBJECT: Category Review Notification – Latino

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Latino in January 2021. Appointments / presentations will be accepted January 4-13. Appointment requests must be submitted no later than December 21, 2020. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review and appointment requests may be directed to Mr. Kevin Newborn, Merchandising Specialist, at [kevin.newborn@deca.mil](mailto:kevin.newborn@deca.mil) or 804-734-8000 extension 48661.

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) :

Latino

Planogram Name / Number\*:

06600

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

Regional items (Include / Exclude):

Exclude

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):**

01/2021

Date Last Completed (MM/YYYY):

Approximately 2 years ago

**Category Manager:**

Barbara Merriweather

**Implementation / Scorecard to be Managed by:**

Kevin Newborn/Barbara Merriweather

**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)

12ft, 16ft

8ft

4ft

Preferred Period Ending for Data (MM/YYYY):

11/2020

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 Savings AOC