



IN REPLY
REFER TO

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

MPS

December 7, 2020

NOTICE TO THE TRADE – DeCA NOTICE 21-13

SUBJECT: Category Review Notification – Produce Dips

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category review for Produce Dips in January 2021. Electronic appointments via teleconference, Web-ex, or Microsoft Teams will be accepted for January 7, 14, and 21. Electronic appointment requests must be submitted no later than December 23, 2020. Please send your presentations ahead of scheduled appointments via email. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Ms. Teena Williams, Merchandising Specialist, at teena-jeannie.williams@deca.mil or 804-734-8000 extension 48528. Appointment requests may be directed to Ms. Kimberly Hammond, Business Analyst, at kimberly.hammond@deca.mil.

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):

Produce Dips

Guacamole, Salsa, Hummus, Fruit, etc.

7850

Include

Exclude

Include

Include

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

01/2021

Approximately 2 years ago

Category Manager:

Bridget Bennett

Implementation / Scorecard to be Managed by:

Teena Williams/Bridget Bennett

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

Basket Builder

Marketing Strategy:

To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:

Number of Promotions Per Year:

provide in presentation

Seasonal Promotions?:

provide in presentation

Theme Event?

Method (i.e. Mandate):

Target 28% Patron Savings or higher.

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 innovations 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)

4 ft

K4 (e.g. 12ft)

4 ft

K3 (e.g. 12ft)

4 ft

K2 (e.g. 12ft)

4 ft (over/under)

K1 (e.g. 8ft)

4 ft (over/under)

Preferred Period Ending for Data (MM/YYYY):

12/2020

Preferred Timeframe for Data (e.g 26 Weeks)

52, 26 and 13 Weeks vs YAG

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

CONUS to include AK, HI and PR - Regional data for regional requests

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)

AOC