



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

IN REPLY
REFER TO

MPS

December 10, 2020

NOTICE TO THE TRADE – DeCA NOTICE NTT 21-29

SUBJECT: Category Review Notification – Candy Chocolate and Non-Chocolate

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Chocolate and Non-Chocolate in January 2021. Appointments / presentations will be accepted January 11-15, 2021. Appointment requests must be submitted no later than January 4, 2021. The attached templates identify the categories to be reviewed, category review objectives and relevant information.

Appointment request and questions regarding this review may be directed to Ms. Donita Higgins, Merchandising Specialist, at donita.higgins@deca.mil or 804-734-8000 extension 48310.

Tracie L. Russ
Director, Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Candy Chocolate and Non Chocolate
Universe of Items Included (e.g. D/C/G codes):	
Planogram Name / Number*:	01050 & 01055
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
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):	January 2021
Date Last Completed (MM/YYYY):	2 years ago
Category Manager:	Iveena Henderson
Implementation / Scorecard to be Managed by:	Donita Higgins/Iveena Henderson
Category Role (e.g. Destination, Routine, Convenience):	Destination
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 removing slow movers and 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):	
K5 (e.g. 12ft)	20ft
K4 (e.g. 12ft)	16ft
K3 (e.g. 12ft)	12ft
K2 (e.g. 12ft)	8ft
K1 (e.g. 8ft)	8ft
Preferred Period Ending for Data (MM/YYYY):	12/2020
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)	Blend of 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