



IN REPLY  
REFER TO

MPS

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

December 31, 2020

NOTICE TO THE TRADE – DeCA NOTICE 21-34

SUBJECT: Category Review Notification - Tomato Can Sauce Paste Puree

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Tomato Can Sauce Paste Puree in February 2021. Appointments / presentations will be accepted from February 8-19. Appointment requests must be submitted no later than January 29. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Mr. Aaron Kent, Merchandising Specialist, at [aaron.kent@deca.mil](mailto:aaron.kent@deca.mil) or 804-734-8000 extension 48106.

Tracie L. Russ  
Director, Sales

Attachments:  
As stated

## CATEGORY PLAN

( Publish 30 Days Prior to Category Review)

<b>Category:</b>	<b>TOMATO CAN SAUCE PASTE PUREE</b>
Universe of Items Included (e.g. D/C/G codes):	010000
Planogram Name / Number*:	
<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):	
<b>Category Review Month (MM/YYYY):</b>	<b>February 2021</b>
Date Last Completed (MM/YYYY):	Approximately 2-3 years ago
<b>Category Manager:</b>	Barbara Merriweather
<b>Implementation / Scorecard to be Managed by:</b>	Aaron Kent/Barbara Merriweather
<b>Category Role (e.g. Destination, Routine, Convenience):</b>	Basket Builder
<b>Marketing Strategy:</b>	
<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):	
<b>Category Objectives:</b>	Increase sales for the category by using retail best practice, and optimize variety while meeting pack out.
<b>Special Factors/Notes:</b>	Focus on new innovation while maintaining top sellers.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
<b>Evaluation Criteria:</b>	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	12 and 16ft
K4 (e.g. 12ft)	8ft
K3 (e.g. 12ft)	8ft
K2 (e.g. 12ft)	4ft
K1 (e.g. 8ft)	4ft
Preferred Period Ending for Data (MM/YYYY):	01/2021
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)	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