



IN REPLY  
REFER TO

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

MPS

December 31, 2020

NOTICE TO THE TRADE – DeCA NOTICE NTT 21-35

SUBJECT: Category Review Notification – Energy

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Energy in February 2021. Appointments / presentations will be accepted February 8-11. Appointment requests must be submitted no later than February 2. The attached template identifies 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](mailto: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:**

**Energy**

Universe of Items Included (e.g. D/C/G codes):

3950

Planogram Name / Number\*:

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

Regional items (Include / Exclude):

Include

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):**

**February 2021**

Date Last Completed (MM/YYYY):

Approximately 2 years ago (Evaluation approx. 1 year ago)

**Category Manager:**

Iveena Henderson

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

Donita Higgins/Iveena Henderson

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

Traffic Driver

**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)

8ft

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):

1/2021

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