



IN REPLY
REFER TO

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

MPS

February 17, 2021

NOTICE TO TE TRADE – DeCA NOTICE 21-53

SUBJECT: Category Evaluation Notification – Apple Juice

The purpose of this notice is to advise Industry the Sales Directorate will begin the category evaluation for Apple Juice in March 2021. Appointments / presentations will be accepted on Wednesdays through the month of March 2021. Appointment requests must be submitted to Rebekah Fine no later than February 28, 2021. The attached template identifies the category to be evaluated, category evaluation objectives, and relevant information.

Questions regarding this evaluation may be directed to Ms. Rebekah Fine, Merchandising Specialist, at rebekah.fine@deca.mil or 804-734-8000 extension 48736.

Bonita M. Moffett
Director of Sale

Attachments:
As stated

CATEGORY PLAN

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):

Apple Juice

6150

Include

Include

Include

Include

Category Evaluation Month (MM/YYYY):

Date Last Completed (MM/YYYY):

March 2021

Approximately 6 months ago

Category Manager:

Darrell Clary

Implementation / Scorecard to be Managed by:

Rebekah Fine / Darrell Clary

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

Marketing Strategy:

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

Number of Promotions Per Year:

Seasonal Promotions?:

Theme Event?

Method (i.e. Mandate):

Destination

Promoted monthly

Yes

Yes

Mandated and 4-Day Specials

Category Objectives:

Increase market share, maintain prescribed Patron Savings and meeting financial goals (i.e. margin).

Special Factors/Notes:

Focus on key market drivers while integrating new innovations.

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K4 (e.g. 12ft)

K3 (e.g. 12ft)

K2 (e.g. 12ft)

K1 (e.g. 8ft)

Preferred Period Ending for Data (MM/YYYY):

Preferred Timeframe for Data (e.g 26 Weeks)

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

Primary Ranking of Data (Packages, Dollars)

Secondary Ranking of Data (Packages, Dollars):

Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)

8ft

4ft

DeCA FY 20

52 Weeks

Worldwide

Dollars/Units

Patron Savings/Margin

AOC