



IN REPLY  
REFER TO

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

MPS

February 22, 2021

NOTICE TO THE TRADE – DeCA NOTICE NTT 21 - 58

SUBJECT: Category Review Notification – Crackers

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Crackers in March 2021. Appointments / presentations will be accepted March 15 thru 26, 2021. Appointment requests must be submitted no later than March 8, 2021.

Appointment request and questions regarding this review may be directed to Mr. Larry Peck, Merchandising Specialist, at [larry.peck@deca.mil](mailto:larry.peck@deca.mil) or 804-734-8000 extension 48688.

Bonita M. Moffett  
Director of Sales

Attachments:  
As stated

## CATEGORY PLAN

( Publish 30 Days Prior to Category Review)

<b>Category:</b>	<b>Crackers</b>
Universe of Items Included (e.g. D/C/G codes) :	
Planogram Name / Number*:	03230
<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 2.5 years ago
<b>Category Manager:</b>	Iveena Henderson
<b>Implementation / Scorecard to be Managed by:</b>	Larry Peck/Iveena Henderson
<b>Category Role (e.g. Destination, Routine, Convenience) :</b>	Destination
<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):	Prefer non-Regional items. Target 16% savings or higher after 7% margin applied.
<b>Category Objectives:</b>	Increase sales for the category by using retail best practice, and optimize variety while meeting pack out. Integrate Specialty Crackers into Planograms 20' and larger.
<b>Special Factors/Notes:</b>	Focus on removing slow movers and new innovation to grow the category 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)	28ft
K4 (e.g. 12ft)	28ft
K3 (e.g. 12ft)	20ft
K2 (e.g. 12ft)	16ft
K1 (e.g. 8ft)	12ft
Preferred Period Ending for Data (MM/YYYY):	February 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)	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