

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Super Premium Juice
Universe of Items Included (e.g. D/C/G codes):	2167, 6841
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):	Include
Optional items (Include / Exclude):	Exclude
One-time buy/seasonal items (Include / Exclude):	Exclude
Club packs (Include / Exclude):	Include
Category Segmentation (if different than D/C/G codes identified above):	
Category Review Month (MM/YYYY):	
Date Last Completed (MM/YYYY):	Approximately one year ago
Category Manager:	Bennett
Implementation / Scorecard to be Managed by:	Six
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:	Streamline assortment and evaluate new item proposals. Make room for upcoming trends as the category changes while prioritizing space.
Special Factors/Notes:	Please identify the stores using self contained coolers and then identify the opportunities for in-line merchandising among those stores.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
Evaluation Criteria:	
Current Category POG Size (in Linear Feet):	in-line and various coolers
K5 (e.g. 12ft)	8 foot in-line
K4 (e.g. 12ft)	5 foot in-line
K3 (e.g. 12ft)	5 foot in-line
K2 (e.g. 12ft)	4 foot in-line
K1 (e.g. 8ft)	4 foot in-line
Preferred Period Ending for Data (MM/YYYY):	November 2015
Preferred Timeframe for Data (e.g 26 Weeks)	26 weeks
Data - Geography (e.g. Worldwide, ConUS)	East/West and regional
Primary Ranking of Data (Packages, Dollars)	Packages - Units
Secondary Ranking of Data (Packages, Dollars):	Dollars
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	RM and AOC