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

IN REPLY
REFER TO

MPS                                                                        May 17, 2019

NOTICE TO THE TRADE – DeCA NOTICE 19-31

SUBJECT:  Category Review Notification – Hispanic

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Hispanic in June 2019. Appointments/Presentations will be accepted from June 3 through June 14.  Appointment requests must be submitted no later than May 31.  The attached template identifies the categories to be reviewed, category review objectives, and relevant information.

Questions regarding this review and appointment requests may be directed to Mr. James  Dillon, Merchandising Specialist, at james.dillon@deca.mil or 804-734-8000 extension 4-8473.

*Tracie L. Russ*

Tracie L. Russ
Director, Sales

Attachment
As stated

<table>
<tr><td colspan="2" style="text-align:center"><strong>CATEGORY PLAN</strong><br>( Publish 30 Days Prior to Category Review)</td></tr>
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**Category:** | Hispanic
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)*: | Exclude |
| Optional items *(Include / Exclude)*: | Exclude |
| One-time buy/seasonal items *(Include / Exclude)*: | Exclude |
| Club packs *(Include / lude)*: | Exclude |
| xcluded | |
| Category Segmentation *(if different than D/C/G codes identified above)*: | Category Segmentation will be based on Industry best practices |

**Category Review Month** *(MM/YYYY)*: | June 2019
Date Last Completed *(MM/YYYY)*: | Approximately 2 years ago

**Category Manager:** | Barbara Merriweather

**Implementation / Scorecard to be Managed by:** | James Dillon/Barbara Merriweather

**Category Role** *(e.g. Destination, Routine, Convenience)*: | Routine
**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:** | Meet category objectives below and Plan for Trends and best retail practices. Streamline to meet pack out

*(Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)*

**Special Factors/Notes:** | Focus on Consumer segmentation

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

**Evaluation Criteria:**

| | |
|---|---|
| Current Category POG Size *(in Linear Feet)*: | |
| K5 *(e.g. 40, 48, 52, 56, 60, 64, 68, 76ft)* | 20 to 36 ft |
| K4 *(e.g. 40, 48, 52, 56, 60, 64, 68, 76ft )* | 20ft |
| K3 *(e.g. 12, 16, 20, 24 ft.)* | 16 ft |
| K2 *(e.g. 20, 24, 28, 32ft)* | 8ft |
| K1 *(e.g. 12,16ft)* | 4 ft |
| Preferred Period Ending for Data *(MM/YYYY)*: | 05/2019 |
| Preferred Timeframe for Data *(e.g 26 Weeks)* | 52 & 26 Weeks |
| Data - Geography *(e.g. Worldwide, ConUS)* | Conus |
| Primary Ranking of Data *(Packages, Dollars)* | Dollars |
| Secondary Ranking of Data *(Packages, Dollars)*: | Units |
| Comparison Retail Market *(e.g. All Other Channels**, Remaining Markets)* | Stock Assortment RM - Patron Saving AOC |