



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

IN REPLY
REFER TO

MPS

November 4, 2019

NOTICE TO THE TRADE – DeCA NOTICE 19-76

SUBJECT: Category Review Notification – Cereal Hot

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Cereal Hot in November 2019. Appointments/Presentations will be accepted November 18-22, (excluding November 19). Appointment requests must be submitted no later than November 15. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review and appointment requests may be directed to Ms. Wendy VanBever, Merchandising Specialist, at wendy.vanbevers@Deca.mil or 804-734-8000 extension 86459.

Tracie L. Russ
Director, Sales

Attachment
As stated

CATEGORY PLAN

Category:	Cereal Hot
Universe of Items Included (e.g. D/C/G codes):	
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 / 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):	October 2019
Date Last Completed (MM/YYYY):	Approximately 2 years ago
Category Manager:	Barbara Merriweather
Implementation / Scorecard to be Managed by:	Wendy VanBever/Barbara Merriweather
Category Role (e.g. Destination, Routine, Convenience):	Routine
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:	Meet category objectives below and Plan for Trends and best retail practices. Streamline to meet pack out
<i>(Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)</i>	
Special Factors/Notes:	Focus on product segmentation and innovation.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
Evaluation Criteria:	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 40, 48, 52, 56, 60, 64, 68, 76ft)	
K4 (e.g. 40, 48, 52, 56, 60, 64, 68, 76ft)	12FT
K3 (e.g. 12, 16, 20, 24 ft.)	8FT
K2 (e.g. 20, 24, 28, 32ft)	8FT
K1 (e.g. 12,16ft)	4FT
Preferred Period Ending for Data (MM/YYYY):	10/2019
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