



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

IN REPLY  
REFER TO

MPS

December 9, 2019

NOTICE TO THE TRADE – DeCA NOTICE 20-05

SUBJECT: Category Review Notification – BBQ / ALL Sauces

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for BBQ / ALL Sauces in January 2020. Appointments / presentations will be accepted January 7-16. Appointment requests must be submitted no later than January 2. 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](mailto:wendy.vanbevers@deca.mil) or 804-734-8000 extension 86459.

Tracie L. Russ  
Director, Sales

Attachment  
As stated

## CATEGORY PLAN

<b>Category:</b>	BBQ All Sauces
Universe of Items Included (e.g. D/C/G codes):	650
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
<b>Category Review Month (MM/YYYY):</b>	
Date Last Completed (MM/YYYY):	Approximately 2 years ago
<b>Category Manager:</b>	Barbara Merriweather
<b>Implementation / Scorecard to be Managed by:</b>	Wendy VanBever/Barbara Merriweather
<b>Category Role (e.g. Destination, Routine, Convenience):</b>	Routine
<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):	
<b>Category Objectives:</b>	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>	
<b>Special Factors/Notes:</b>	Focus on product segmentation and innovation.
<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. 40, 48, 52, 56, 60, 64, 68, 76ft)	12FT
K4 (e.g. 40, 48, 52, 56, 60, 64, 68, 76ft )	8FT
K3 (e.g. 12, 16, 20, 24 ft.)	8FT
K2 (e.g. 20, 24, 28, 32ft)	4FT
K1 (e.g. 12,16ft)	
Preferred Period Ending for Data (MM/YYYY):	30 Nov 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