



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

IN REPLY
REFER TO

MPS

December 23, 2019

NOTICE TO THE TRADE – DeCA NOTICE 20-12

SUBJECT: Category Review Notification – Beverage, New Age

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Beverage, New Age in February 2020. Appointments / presentations will be accepted February 10-21, 2020. Appointment requests must be submitted no later than February 6, 2020. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Appointment request and questions regarding this review may be directed to Ms. Donita Higgins, Merchandising Specialist, at Donita.Higgins@deca.mil or 804-734-8000 extension 48310.

Tracie L. Russ
Director, Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:

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):

Optional items (Include / Exclude):

One-time buy/seasonal items (Include / Exclude):

Club packs (Include / Exclude):

Category Segmentation (if different than D/C/G codes identified above):

Beverage, New Age

7000

Include

Exclude

Exclude

Exclude

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

February 2020

Approximately 1 year ago

Category Manager:

Iveena henderson

Implementation / Scorecard to be Managed by:

Iveena Henderson/Donita Higgins

Category Role (e.g. Destination, Routine, Convenience):

Basket Builder

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:

Increase sales for the category by using retail best practice, and optimize variety while meeting pack out.

Special Factors/Notes:

Focus on new innovation while maintaining top sellers.

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

Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K5 (e.g. 12ft)

K4 (e.g. 12ft)

K3 (e.g. 12ft)

K2 (e.g. 12ft)

K1 (e.g. 8ft)

Preferred Period Ending for Data (MM/YYYY):

Preferred Timeframe for Data (e.g. 26 Weeks)

Data - Geography (e.g. Worldwide, ConUS)

Primary Ranking of Data (Packages, Dollars)

Secondary Ranking of Data (Packages, Dollars):

Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)

16' and above

12'

n/a

8'

4'

1/2020

52, 26 and 13 Weeks

CONUS to include AK, HI and PR

Dollars/Units

ACV/Patron Savings

Retail Market and AOC