



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

IN REPLY
REFER TO

MPS

January 13, 2020

NOTICE TO THE TRADE – DeCA NOTICE NTT 20-18

SUBJECT: Category Review Notification – Bread

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Bread in March 2020. Appointments / presentations will be accepted March 16-20, 2020. Appointment requests must be submitted no later than March 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. Loretta Williams, at Loretta.Williams@deca.mil or 804-734-8000 extension 86135.

Tracie L. Russ
Director, Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	BREAD
Universe of Items Included (e.g. D/C/G codes):	0950
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):	Exclude
Category Segmentation (if different than D/C/G codes identified above):	
Category Review Month (MM/YYYY):	March 2020
Date Last Completed (MM/YYYY):	Approximately 1 year ago
Category Manager:	Iveena henderson
Implementation / Scorecard to be Managed by:	Iveena Henderson/Loretta Williams
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:	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.
<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. 12ft)	40' and above
K4 (e.g. 12ft)	40' and above
K3 (e.g. 12ft)	40" and above
K2 (e.g. 12ft)	up to 36'
K1 (e.g. 8ft)	up to 16'
Preferred Period Ending for Data (MM/YYYY):	2/2020
Preferred Timeframe for Data (e.g 26 Weeks)	52, 26 and 13 Weeks
Data - Geography (e.g. Worldwide, ConUS)	CONUS to include AK, HI and PR
Primary Ranking of Data (Packages, Dollars)	Dollars/Units
Secondary Ranking of Data (Packages, Dollars):	ACV/Patron Savings
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	Retail Market and AOC