IN REPLY
REFER TO

MPS

January 13, 2020

NOTICE TO THE TRADE – DeCA NOTICE 20-20

SUBJECT: Category Review Notification – Dressings Salad Dry Liquid Mayo Croûtons

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Dressings Salad Dry Liquid Mayo Croûtons in February 2020. Appointments / presentations will be accepted during February 18-28. Appointment requests must be submitted no later than February 11. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

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

Tracie L. Russ
Director, Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	**Dressings Salad Dry Liquid Mayo Croutons**
Universe of Items Included *(e.g. D/C/G codes)*:	03900
Planogram Name / Number*:	
*Category definition based on current and previous published planograms (to include items that have been phased out).	
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)*:	**February 2020**
Date Last Completed *(MM/YYYY)*:	Approximately 2 years ago

Category Manager:	Barbara Merriweather

Implementation / Scorecard to be Managed by:	Wendy VanBevers/Barbara Merriweather

Category Role *(e.g. Destination, Routine, Convenience)* :	Destination
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)*	20ft
K4 *(e.g. 12ft)*	16ft
K3 *(e.g. 12ft)*	12ft
K2 *(e.g. 12ft)*	8ft
K1 *(e.g. 8ft)*	4ft
Preferred Period Ending for Data *(MM/YYYY)*:	01/2020
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