



IN REPLY  
REFER TO

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

MPS

January 13, 2020

NOTICE TO THE TRADE – DeCA NOTICE 20-22

SUBJECT: Category Review Notification – Latino

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for the Latino 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. Barbara Merriweather, Category Manager, at [barbara.merriweather@deca.mil](mailto:barbara.merriweather@deca.mil) or 804-734-8000 extension 48861.

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):

Latino

06600

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:**

Barbara Merriweather

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

Traffic Driver

**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