



IN REPLY  
REFER TO

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

MPS

February 6, 2020

NOTICE TO THE TRADE – DeCA NOTICE 20-28

SUBJECT: Category Review Notification - Produce Tofu-Soy

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category review for Produce Tofu-Soy in March 2020. Appointments/Presentations will be accepted March 12, 19, and 26. Appointment requests must be submitted no later than March 2. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Ms. Bridget Bennett, Category Manager, at [bridget.bennett@deca.mil](mailto:bridget.bennett@deca.mil) or 804-734-8000 extension 48200. Appointment requests may be directed to Ms. Kimberly Hammond, at [kimberly.hammond@deca.mil](mailto:kimberly.hammond@deca.mil).

Tracie L. Russ  
Director, Sales

Attachments:  
As stated

## CATEGORY PLAN

( Publish 30 Days Prior to Category Review )

<b>Category:</b>	<b>Tofu-SoyProduce</b>
Universe of Items Included (e.g. D/C/G codes):	
Planogram Name / Number*:	8250
<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):	
<b>Category Review Month (MM/YYYY):</b>	<b>March 2020</b>
Date Last Completed (MM/YYYY):	Approximately 2 years ago
<b>Category Manager:</b>	Bridget Bennett
<b>Implementation / Scorecard to be Managed by:</b>	Bridget Bennett
<b>Category Role (e.g. Destination, Routine, Convenience):</b>	Basket Builder
<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>	Increase sales for the category by using retail best practice, and optimize variety while meeting pack out.
<b>Special Factors/Notes:</b>	Focus on new innovations while maintaining top sellers.
<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. 12ft)	4 ft
K4 (e.g. 12ft)	4 ft
K3 (e.g. 12ft)	4 ft
K2 (e.g. 12ft)	2 ft
K1 (e.g. 8ft)	2 ft
Preferred Period Ending for Data (MM/YYYY):	February 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