



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

IN REPLY
REFER TO

MPS

April 6, 2020

NOTICE TO THE TRADE – DeCA NOTICE 20-43

SUBJECT: Category Review Notification – Produce Packaged Salad

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category review for Produce Package Salad in April 2020. Electronic appointments via teleconference or WebEx will be accepted for April 23-30. Please send your presentations ahead of any scheduled appointments via email. Electronic appointment requests must be submitted no later than April 10. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Mr. James Booker, Merchandising Specialist, at james.booker2@deca.mil or 804-734-8000 extension 86418. Appointment requests may be submitted to Ms. Kimberly Hammond, at kimberly.hammond@deca.mil.

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):

Package Salad

7950

Include

Exclude

Exclude

Exclude

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

April 2020

Approximately 1 year ago

Category Manager:

Bridget Bennett

Implementation / Scorecard to be Managed by:

James Booker/Bridget Bennett

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):

Prefer Non Regional Items, Target 28% Patron Savings or higher.

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 innovations 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)

20 ft - 24ft

16 ft

12 ft

8 ft

4 ft

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)

March 2020

52, 26 and 13 Weeks

CONUS to include AK, HI and PR

Dollars/Units

ACV/Patron Savings

Retail Market and AOC