



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

IN REPLY  
REFER TO

MPS

May 14, 2020

NOTICE TO THE TRADE – DeCA NOTICE 20-57

SUBJECT: Category Review Notification – Vinegar & Olives

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Vinegar & Olives in June 2020. Appointments/Presentations will be accepted June 23-26. Appointment requests must be submitted no later than June 8, 2020. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Please note the period ending for data will be Feb, 2020. Data provided during your presentation needs to correspond.

Questions regarding this review and appointment requests may be directed to Ms. Wendy VanBever, Merchandising Specialist, at [Wendy.VanBever@Deca.mil](mailto:Wendy.VanBever@Deca.mil) or 804-734-8000 extension 86459.

Tracie L. Russ  
Director, Sales

Attachment  
As stated

## CATEGORY PLAN

**Category:**

Universe of Items Included (e.g. D/C/G codes):

Vinegar Olives

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 / lude):

Exclude

xcluded

Category Segmentation (if different than D/C/G codes identified above):

Category Segmentation will be based on Industry best practices

**Category Review Month (MM/YYYY):**

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):**

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:**

Meet category objectives below and Plan for Trends and best retail practices.  
Streamline to meet pack out

(Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)

**Special Factors/Notes:**

Focus on product segmentation and innovation.

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

**Evaluation Criteria:**

Current Category POG Size (in Linear Feet):

K5 (e.g. 40, 48, 52, 56, 60, 64, 68, 76ft)

K4 (e.g. 40, 48, 52, 56, 60, 64, 68, 76ft )

K3 (e.g. 12, 16, 20, 24 ft.)

K2 (e.g. 20, 24, 28, 32ft)

K1 (e.g. 12,16ft)

8FT

4FT

Preferred Period Ending for Data (MM/YYYY):

29 Feb 2020

Preferred Timeframe for Data (e.g 26 Weeks)

52 & 26 Weeks

Data - Geography (e.g. Worldwide, ConUS)

Conus

Primary Ranking of Data (Packages, Dollars)

Dollars

Secondary Ranking of Data (Packages, Dollars):

Units

Comparison Retail Market (e.g. All Other Channels\*\*, Remaining Markets)

Stock Assortment RM - Patron Saving AOC