



IN REPLY  
REFER TO

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

MPS

August 7, 2020

NOTICE TO THE TRADE – DECA NOTICE 20-71

SUBJECT: Category Review Notification – Shortening & Oils

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Shortening & Oils in September 2020. Appointments / presentations will be accepted on September 14-18, 2020. Appointment requests must be submitted no later than September 1, 2020. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review and appointment requests may be directed to Mr. Kevin Newborn, Merchandising Specialist, at [kevin.newborn@deca.mil](mailto:kevin.newborn@deca.mil) or 804-734-8000 extension 48661.

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):

**Shortening & Oils**

Include  
 Exclude  
 Exclude  
 Exclude

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

Date Last Completed (MM/YYYY):

**September 2020**

Approximately 2 years ago

**Category Manager:**

Barbara Merriweather

**Implementation / Scorecard to be Managed by:**

Kevin Newborn/Barbara Merriweather

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

Convenience

**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)  
 K4 (e.g. 12ft)  
 K3 (e.g. 12ft)  
 K2 (e.g. 12ft)  
 K1 (e.g. 8ft)  
 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)

16ft,20ft,24ft  
 12ft  
 4ft, 8ft,  
 02/2020  
 52, 26 weeks  
 CONUS  
 Dollars  
 Units  
 Stock Assortment RM - Patron Savings AOC