



IN REPLY
REFER TO

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

MPS

August 25, 2020

NOTICE TO THE TRADE – DeCA NOTICE 20-74

SUBJECT: Category Review Notification – Chilled Desserts and Chilled Dough

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Chilled Desserts and Chilled Dough in September 2020. Appointments / presentations will be accepted from September 1 to September 18. Appointment requests may be submitted no later than August 31 to the Dairy & Frozen Category Management team, at decahqmpsf@deca.mil. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Ms. Jennifer Baker, Merchandising Specialist, at jennifer.baker@deca.mil or 804-734-8000 extension 86338.

Tracie L. Russ
Director, Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:

Chilled Desserts and Chilled Dough

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

01695, 01700, 01725

Planogram Name / Number*:

01695, 01700, 01725

*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):

Include

One-time buy/seasonal items (Include / Exclude):

Include

Club packs (Include / Exclude):

Include

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

Category Review Month (MM/YYYY):

September 2020

Date Last Completed (MM/YYYY):

Category Manager:

Jessica Stables

Implementation / Scorecard to be Managed by:

Jessica Stables/Jennifer Baker

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

Routine

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)

4 ft +

K4 (e.g. 12ft)

4 ft +

K3 (e.g. 12ft)

4 ft +

K2 (e.g. 12ft)

4 ft

K1 (e.g. 8ft)

4 ft

Preferred Period Ending for Data (MM/YYYY):

August 2020

Preferred Timeframe for Data (e.g 26 Weeks)

52 Weeks

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

CONUS excluding AK & HI

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)

Remaining Market and xAOC