



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 20-80

SUBJECT: Category Review Notification – Frozen Pizza

The purpose of this notice is to advise Industry the Sales Directorate will begin the minor category review for Frozen Pizza in September 2020. Appointments / presentations will be accepted from September 1 to September 18 2020. Appointment requests must 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 Mr. Joseph Burrill, Merchandising Specialist, at joseph.burrill@deca.mil or 804-734-8000 extension 48499.

Tracie L. Russ
Director, Sales

Attachments
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Frozen Pizza
Universe of Items Included (e.g. D/C/G codes):	5050
Planogram Name / Number*:	
<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):	
Category Review Month (MM/YYYY):	09/2020
Date Last Completed (MM/YYYY):	02 2019
Category Manager:	Jessica Stables
Implementation / Scorecard to be Managed by:	Joe Burrill/Jessica Stables
Category Role (e.g. Destination, Routine, Convenience):	Basket Builder
Marketing Strategy:	
<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):	
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.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
Evaluation Criteria:	
Current Category POG Size (in Linear Feet):	*Some POG's may be Coffins for stores that don't have inline
K5 (e.g. 12ft)	13drs
K4 (e.g. 12ft)	13drs
K3 (e.g. 12ft)	9drs
K2 (e.g. 12ft)	6drs
K1 (e.g. 8ft)	4drs
Preferred Period Ending for Data (MM/YYYY):	09/2020
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