



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

**IN REPLY  
REFER TO**

MPS

December 18, 2020

NOTICE TO THE TRADE – DeCA NOTICE 21-28

SUBJECT: Category Review Notification – Frozen Prepackaged Meat

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Frozen Prepackaged Meat in January 2021. Appointments / presentations will be accepted January 11-29, 2021. Appointment requests must be submitted no later than December 30 to the Dairy Frozen Category Management team at [decahqmpsf@deca.mil](mailto: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](mailto: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 Prepackaged Meat**

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

4830

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 / Exclude):

Exclude

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

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

**January 2021**

Date Last Completed (MM/YYYY):

N/A

**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:**

*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):

\*Some POG's will be Coolers for stores that don't have inline

K5 (e.g. 12ft)

3dr

K4 (e.g. 12ft)

3dr

K3 (e.g. 12ft)

3dr

K2 (e.g. 12ft)

2dr

K1 (e.g. 8ft)

dr

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