IN REPLY
REFER TO

MPS   December 31, 2020

NOTICE TO THE TRADE – DeCA NOTICE 21-33

SUBJECT: Category Review Notification – Pre-pop Popcorn

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Pre-pop Popcorn in February 2021. Appointments / presentations will be accepted February 15-18, 2021. Appointment requests must be submitted no later than January 29, 2021. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Appointment requests and questions regarding this review may be directed to Ms. Loretta Williams, Merchandising Specialist, at loretta.williams@deca.mil or 804-734-8000 extension 86135.

Tracie L. Russ
Director, Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	**Pre-pop Popcorn**
Universe of Items Included *(e.g. D/C/G codes)* :	
Planogram Name / Number*:	7650
Category definition based on current and previous published planograms (to include items that have been phased out).	
Regional items *(Include / Exclude)*:	Exclude
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)*:	**February 2021**
Date Last Completed *(MM/YYYY)*:	Approximately 2 year ago
Category Manager:	Iveena Henderson
Implementation / Scorecard to be Managed by:	Loretta Williams/Iveena Henderson
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:	Increase sales for the category by using retail best practice while optimizing variety during the selection process 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)*	12ft
K4 *(e.g. 12ft)*	12ft
K3 *(e.g. 12ft)*	8ft
K2 *(e.g. 12ft)*	4ft
K1 *(e.g. 8ft)*	4ft
Preferred Period Ending for Data *(MM/YYYY)*:	01/2021
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