



MPS

IN REPLY  
REFER TO

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

January 7, 2021

NOTICE TO THE TRADE – DeCA NOTICE 21-38

SUBJECT: Category Review Notification-PIZZA DRY

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for PIZZA DRY in February 2021. Appointments /presentations will be accepted from February 22-March 5. Appointment requests must be submitted no later than February 15. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Mr. Aaron Kent, Merchandising Specialist, at [aaron.kent@deca.mil](mailto:aaron.kent@deca.mil) or 804-734-8000 extension 48106.

Ms. Bonita Moffett  
Director, Sales

Attachments:  
As stated

## CATEGORY PLAN

( Publish 30 Days Prior to Category Review)

**Category:**

**PIZZA DRY**

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

07410

Planogram Name / Number\*:

*\*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 1.5 years ago

**Category Manager:**

Barbara Merriweather

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

Aaron Kent/Barbara Merriweather

**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)

K4 (e.g. 12ft)

K3 (e.g. 12ft)

K2 (e.g. 12ft)

K1 (e.g. 8ft)

4ft

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