



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

**IN REPLY
REFER TO**

MPS

February 22, 2021

NOTICE TO THE TRADE – DeCA NOTICE 21-52

SUBJECT: Category Review Notification – Frozen Single Serve and Nutritional Meals

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Frozen Single Serve and Nutritional Meals. Appointments/presentations will be accepted from March 15th through March 31st. Appointment requests must be submitted no later than February 26th to the Dairy & Frozen Category Management team, at decahqmpsf@deca.mil. When requesting an Appointment the Foundational Overview must be completed with brand, Category, Description and Unit UPC. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Ms. Kimberly Galvin, Merchandising Specialist, at kimberly.galvin@deca.mil or 804-734-8000 extension 52853

Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Frozen Single Serve and Nutritional Meals
Universe of Items Included (e.g. D/C/G codes) :	
Planogram Name / Number*:	5170 and 5165
<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):	2019
Date Last Completed (MM/YYYY):	Over a 1 year ago
Category Manager:	Jessica Stables
Implementation / Scorecard to be Managed by:	Kimberly Galvin/Jessica Stables
Category Role (e.g. Destination, Routine, Convenience) :	Occasional
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. Assortment efficiency.
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):	
K5 (e.g. 12ft)	9 DOOR
K4 (e.g. 12ft)	9 DOOR
K3 (e.g. 12ft)	9 DOOR
K2 (e.g. 12ft)	5 DOOR
K1 (e.g. 8ft)	N/A
Preferred Period Ending for Data (MM/YYYY):	03/2021
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