IN REPLY
REFER TO

MPS   22 Feb, 2021

NOTICE TO THE TRADE – DeCA NOTICE 21-57

SUBJECT: Category Review Notification – Cold Cereal

      The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Cold Cereal in March 2021. Appointments/Presentations will be accepted from 30 March - 2 April. Appointment requests must be submitted no later than 17 March 2021. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

      Questions regarding this review and appointment requests may be directed to Ms. Wendy VanBevers, Merchandising Specialist, at Wendy.VanBevers@Deca.mil or 804-734-8000 extension 86459.

                              Bonita M. Moffett
                              Director of Sales

Attachment

As stated

CATEGORY PLAN

Category: Cold Cereal
  Universe of Items Included *(e.g. D/C/G codes)* :
    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 / lude)*:   Exclude
        xcluded
  Category Segmentation *(if different than D/C/G codes identified above)*:   Category Segmentation will be based on Industry best practices

Category Review Month *(MM/YYYY):*
  Date Last Completed *(MM/YYYY):*

Category Manager: Barbara Merriweather

Implementation / Scorecard to be Managed by: Wendy VanBevers/Barbara Merriweather

Category Role *(e.g. Destination, Routine, Convenience)* :   Destination
  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: Meet category objectives below and Plan for Trends and best retail practices.
                                         Streamline to meet pack out

  (Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)

Special Factors/Notes: Focus on product segmentation and innovation.

  (Examples - Focus on emerging category trends, new item introductions, consumer segmentation…)

Evaluation Criteria:
  Current Category POG Size *(in Linear Feet):*
    K5 *(e.g. 40, 48, 52, 56, 60, 64, 68, 76ft)*
    K4 *(e.g. 40, 48, 52, 56, 60, 64, 68, 76ft)*   60 AND UP
    K3 *(e.g. 12, 16, 20, 24 ft.)*   56 FT
    K2 *(e.g. 20, 24, 28, 32ft)*   40 through 52FT
    K1 *(e.g. 12,16ft)*   24 through 36FT
  Preferred Period Ending for Data *(MM/YYYY):*   28 Feb 2021
  Preferred Timeframe for Data *(e.g 26 Weeks)*   52 & 26 Weeks
  Data - Geography *(e.g. Worldwide, ConUS)*   Conus
  Primary Ranking of Data *(Packages, Dollars)*   Dollars
  Secondary Ranking of Data *(Packages, Dollars):*   Units
  Comparison Retail Market *(e.g. All Other Channels**, Remaining Markets)*   Stock Assortment RM - Patron Saving AOC