



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

IN REPLY
REFER TO

MPS

March 17, 2021

NOTICE TO THE TRADE – DeCA NOTICE NTT 21-62

SUBJECT: Category Review Notification – Cocktail Mixers

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Cocktail Mixers in April 2021. Appointments / presentations will be accepted April 12th thru 16th, 2021. Appointment requests must be submitted no later than April 5, 2021. The attached template identifies the categories to be reviewed, category review objectives and relevant information.

Appointment request and questions regarding this review may be directed to Mrs. Donita Higgins, Merchandising Specialist, at donita.higgins@deca.mil or 804-734-8000 extension 48310.

Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:

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):

Optional items (Include / Exclude):

One-time buy/seasonal items (Include / Exclude):

Club packs (Include / Exclude):

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

Cocktail Mixers

06900

Include

Exclude

Exclude

Exclude

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

April 2021

Approximately 2 years ago (Evaluation approx. 1 year ago)

Category Manager:

Iveena Henderson

Implementation / Scorecard to be Managed by:

Donita Higgins/Iveena Henderson

Category Role (e.g. Destination, Routine, Convenience):

Convenience

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

Preferred Period Ending for Data (MM/YYYY):

3/30/21

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