



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

IN REPLY  
REFER TO

MPS

March 15, 2021

NOTICE TO THE TRADE – DeCA NOTICE NTT 21 - 64

SUBJECT: Category Review Notification – Healthy Snacks

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Healthy Snacks in April 2021. Appointments / presentations will be accepted April 20 thru 23, 2021. Appointment requests must be submitted no later than April 13, 2021.

Appointment request and questions regarding this review may be directed to Mr. Larry Peck, Merchandising Specialist, at [larry.peck@deca.mil](mailto:larry.peck@deca.mil) or 804-734-8000 extension 48688.

Bonita M. Moffett  
Director of Sales

Attachments:  
As stated

## CATEGORY PLAN

( Publish 30 Days Prior to Category Review)

<b>Category:</b>	<b>Healthy Snacks</b>
Universe of Items Included (e.g. D/C/G codes):	
Planogram Name / Number*:	05800
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
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):	
<b>Category Review Month (MM/YYYY):</b>	<b>April 2021</b>
Date Last Completed (MM/YYYY):	1August 2019
<b>Category Manager:</b>	Iveena Henderson
<b>Implementation / Scorecard to be Managed by:</b>	Larry Peck/Iveena Henderson
<b>Category Role (e.g. Destination, Routine, Convenience):</b>	Traffic Driver
<b>Marketing Strategy:</b>	
<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):	
<b>Category Objectives:</b>	Increase sales for the category by using retail best practice, and optimize variety while meeting pack out. Planograms 4' and larger.
<b>Special Factors/Notes:</b>	Focus on removing slow movers and new innovation while maintaining top sellers.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
<b>Evaluation Criteria:</b>	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	8ft
K4 (e.g. 12ft)	8ft
K3 (e.g. 12ft)	8ft
K2 (e.g. 12ft)	4ft
K1 (e.g. 8ft)	4ft
Preferred Period Ending for Data (MM/YYYY):	3/16/2021
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)	Blend of 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