



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

IN REPLY  
REFER TO

MPS

April 5, 2021

NOTICE TO THE TRADE – DeCA NOTICE 21-71

SUBJECT: Category Review Notification – Cake Mix

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Cake Mix in May 2021. Appointments / presentations will be accepted on May 11-18, 2021. Appointment requests must be submitted no later than May 1, 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 Mr. Kevin Newborn, Merchandising Specialist, at [kevin.newborn@deca.mil](mailto:kevin.newborn@deca.mil) or 804-734-8000 extension 48661.

Bonita 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):

<b>Cake Mix</b>
1000
Include
Exclude
Exclude
Exclude

**Category Review Month (MM/YYYY):**

Date Last Completed (MM/YYYY):

<b>05/2021</b>
Approximately 2 years ago

**Category Manager:**

Barbara Merriweather
----------------------

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

Kevin Newborn/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:**

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)  
 Preferred Period Ending for Data (MM/YYYY):  
 Preferred Timeframe for Data (e.g 26 Weeks)  
 Data - Geography (e.g. Worldwide, ConUS)  
 Primary Ranking of Data (Packages, Dollars)  
 Secondary Ranking of Data (Packages, Dollars):  
 Comparison Retail Market (e.g. All Other Channels\*\*, Remaining Markets)

24, 28, 32, 36
24, 28, 32, 36
20
8, 12, 16
03/2021
52, 26 weeks
CONUS
Dollars
Units
Stock Assortment RM - Patron Savings AOC