



IN REPLY
REFER TO

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

MPS

April 22, 2021

NOTICE TO THE TRADE – DeCA NOTICE 21-73

SUBJECT: Category Review Notification – Frozen Vegetables

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Frozen Vegetables. Appointments/presentations will be accepted from May 17th through 27th. Appointment requests must be submitted no later than May 3rd 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. Moffet
Director of Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

| | |
|--|--|
| Category: | Frozen Vegetables |
| Universe of Items Included (e.g. D/C/G codes): | |
| Planogram Name / Number*: | 5350 |
| <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): | Basket Builder |
| 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) | 14 DOOR |
| K4 (e.g. 12ft) | 14 DOOR |
| K3 (e.g. 12ft) | 12 DOOR |
| K2 (e.g. 12ft) | 9 DOOR |
| K1 (e.g. 8ft) | 7 DOOR |
| Preferred Period Ending for Data (MM/YYYY): | 05/2021 |
| 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 |