



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

IN REPLY
REFER TO

MPS

4-28-2021

NOTICE TO THE TRADE – DeCA NOTICE 21-75

SUBJECT: Category Review Notification – Baking Needs Morsels Nuts

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Baking Needs Morsels Nuts in June 2021. Appointments / presentations will be accepted on June 8-15, 2021. Appointment requests must be submitted no later than May 31, 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 or 804-734-8000 extension 48661.

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):

Baking Needs Morsels Nuts

550

Include

Exclude

Exclude

Exclude

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

06/2021

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)

8, 12, 16

4 (partial)

04/2021

52, 26 weeks

CONUS

Dollars

Units

Stock Assortment RM - Patron Savings AOC