



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

IN REPLY
REFER TO

MPS

June 3, 2021

NOTICE TO THE TRADE – DeCA NOTICE NTT #21-82

SUBJECT: Category Review Notification – Frozen Desserts

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Frozen Desserts. Appointments / presentations will be accepted from July 6th through July 29th. Appointment requests must be submitted no later than June 30th to the Dairy & Frozen Category Management team, at decahqmpsf@deca.mil. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Mr. Joseph Burrill, Merchandising Specialist, at joseph.burrill@deca.mil or 804-734-8000 extension 48499

Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

| | |
|--|---|
| Category: | Frozen Desserts |
| Universe of Items Included (e.g. D/C/G codes): | |
| Planogram Name / Number*: | 4650 |
| <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): | 2018 |
| Date Last Completed (MM/YYYY): | Over a 1 year ago |
| Category Manager: | Jessica Stables |
| Implementation / Scorecard to be Managed by: | Joseph Burrill/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. |
| 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) | 6 Door |
| K4 (e.g. 12ft) | 5 Door |
| K3 (e.g. 12ft) | 3 Door |
| K2 (e.g. 12ft) | 2 Door |
| K1 (e.g. 8ft) | N/A |
| Preferred Period Ending for Data (MM/YYYY): | 12/2019 |
| 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 |