



IN REPLY
REFER TO

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

MPS

August 12, 2021

NOTICE TO THE TRADE – DeCA NOTICE NTT # 21-98

SUBJECT: Category Evaluation Notification – Chilled Pre-packaged Meat

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category Evaluation for Chill Pre-packaged meat in September 2021. Appointments / presentations will be accepted on every Wednesday through September 30. Appointment requests must be submitted to Benjamin Curry no later than September 1. The attached template identifies the category to be evaluated, category evaluation objectives, and relevant information.

Questions regarding this evaluation may be directed to Mr. Benjamin Curry, Merchandising Specialist, at benjamin.curry@deca.mil or 804-734-8000 extension 48840.

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Date: 2021.08.12 13:18:04 -04'00'

Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

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):

Chilled Pre-Packaged Meat

ALL

1950,2050,2150,2250,2500,4300,0000,

Include

Include

Include

Include

Category Evaluation Month (MM/YYYY):

Date Last Completed (MM/YYYY):

02/2021

02/2019

Category Manager:

Darrell Clary

Implementation / Scorecard to be Managed by:

Benjamin Curry / Darrell Clary

Category Role (e.g. Destination, Routine, Convenience) :

Basket Builder/Destination

Marketing Strategy:

To be determined by Industry/DeCA during Evaluation. Discussion to include, but not limited to, topics below:

Number of Promotions Per Year:

24 (minimum)

Seasonal Promotions?:

Yes

Theme Event?

Yes

Method (i.e. Mandate):

Mandated and heavy 4-Day Specials

Category Objectives:

Increase market share, maintain prescribed Patron Savings and meeting financial goals (i.e. margin).

Special Factors/Notes:

Focus on key market drivers while integrating new innovations.

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K4 (e.g. 12ft)

Various sizes

K3 (e.g. 12ft)

Various sizes

K2 (e.g. 12ft)

Various sizes

K1 (e.g. 8ft)

Various sizes

Preferred Period Ending for Data (MM/YYYY):

08/2020 – 02/2021

Preferred Timeframe for Data (e.g 26 Weeks)

28 Weeks

Data - Geography (e.g. Worldwide, ConUS)

Worldwide

Primary Ranking of Data (Packages, Dollars)

Dollars/Units

Secondary Ranking of Data (Packages, Dollars):

Patron Savings/Margin

Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)

AOC