



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

IN REPLY
REFER TO

MPS

November 23, 2021

NOTICE TO THE TRADE - DeCA NOTICE NTT # 22-10

SUBJECT: Category Review Notification – Chilled Juice/Tea/Coffee Review

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Chilled Juice/Tea/Coffee in January 2022. Appointments / presentations will be accepted on January 4-13, 2022. Appointment requests must be submitted no later than December 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 Ms. Lisa Owens, Merchandising Specialist, at lisa.owens@deca.mil or 804-734-8000 extension 48181 or Ms. Jessica Stables, Category Manager at Jessica.stables@deca.mil or 804-734-8000 extension 48315.

Iveena Henderson
Acting Director of Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Chilled Juice/Coffee/Tea
Universe of Items Included (e.g. D/C/G codes):	
Planogram Name / Number*:	2000
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (Include / Exclude):	Exclude
Optional items (Include / Exclude):	Exclude
One-time buy/seasonal items (Include / Exclude):	Exclude
Club packs (Include / Exclude):	Include
Category Segmentation (if different than D/C/G codes identified above):	Category Segmentation will be based on Industry best practices
Category Review Month (MM/YYYY):	01/2022
Date Last Completed (MM/YYYY):	
Category Manager:	Jessica Stables
Implementation / Scorecard to be Managed by:	Jessica Stables
Category Role (e.g. Destination, Routine, Convenience):	Traffic Driver
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:	Meet category objectives below and plan for trends and best retail practices. Streamline to meet pack out.
<i>(Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)</i>	
Special Factors/Notes:	Go to K1 and K3 only. K1 12 and 16 feet. K3 20 feet and up.
<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. 12, 16, 20, 24 ft)	
K4 (e.g. 12, 16, 20, 24 ft)	20,24,28,32,36,40,64
K3 (e.g. 12, 16, 20, 24 ft.)	16 ft
K2 (e.g. 8ft)	
K1 (e.g. 8ft)	12 ft
Preferred Period Ending for Data (MM/YYYY):	01/2022
Preferred Timeframe for Data (e.g 26 Weeks)	52 & 26 Weeks
Data - Geography (e.g. Worldwide, ConUS)	Conus
Primary Ranking of Data (Packages, Dollars)	Dollars
Secondary Ranking of Data (Packages, Dollars):	Units
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	Stock Assortment RM - Patron Saving AOC