



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

IN REPLY
REFER TO

MPS

November 6, 2020

NOTICE TO THE TRADE – DeCA NOTICE 21-10

SUBJECT: Category Review Notification – Frozen International

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Frozen International in December 2020. Appointments / presentations will be accepted December 1-18. Appointment requests must be submitted no later than November 30 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.

Tracie L. Russ
Director, Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Frozen International
Universe of Items Included (e.g. D/C/G codes):	4800
Planogram Name / Number*:	
<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):	December 2020
Date Last Completed (MM/YYYY):	N/A
Category Manager:	Jessica Stables
Implementation / Scorecard to be Managed by:	Joe 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):	*Some POG's will be Coolers for stores that don't have inline
K5 (e.g. 12ft)	9dr
K4 (e.g. 12ft)	9dr
K3 (e.g. 12ft)	7dr
K2 (e.g. 12ft)	5dr
K1 (e.g. 8ft)	3dr
Preferred Period Ending for Data (MM/YYYY):	10/2020
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