



**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 21-15

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

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Chilled Juice, Coffee, and Tea in December 2020. Appointments for presentations will be offered December 1-18. The attached template identifies the category to be reviewed, category review objectives, and relevant information. Appointment requests must be submitted no later than December 1.

Please direct questions and appointment requests to Ms. Jennifer Baker, Merchandising Specialist, to jennifer.baker@deca.mil or (804) 734-8000 extension 86338.

Tracie L. Russ
Director, 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) : | 02000 |
| Planogram Name / Number*: | 02000 |
| <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): | Include |
| One-time buy/seasonal items (Include / Exclude): | Include |
| Club packs (Include / Exclude): | Include |
| Category Segmentation (if different than D/C/G codes identified above): | |
| Category Review Month (MM/YYYY): | December 2020 |
| Date Last Completed (MM/YYYY): | |
| Category Manager: | Jessica Stables |
| Implementation / Scorecard to be Managed by: | Jessica Stables/Jennifer Baker |
| Category Role (e.g. Destination, Routine, Convenience) : | Destination |
| 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) | 20 ft + |
| K4 (e.g. 12ft) | 20 ft + |
| K3 (e.g. 12ft) | 16 ft + |
| K2 (e.g. 12ft) | 12 ft + |
| K1 (e.g. 8ft) | 12 ft + |
| Preferred Period Ending for Data (MM/YYYY): | November 2020 |
| Preferred Timeframe for Data (e.g. 26 Weeks) | 52 Weeks |
| Data - Geography (e.g. Worldwide, ConUS) | CONUS excluding AK & HI |
| 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) | Remaining Market and xAOC |