



IN REPLY
REFER TO

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

MPS

November 6, 2020

NOTICE TO THE TRADE – DeCA NOTICE 21-16

SUBJECT: Category Review Notification – Frozen Breakfast

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Frozen Breakfast in December 2020. Appointments / presentations will be accepted December 1-15. 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 Ms. Kimberly Galvin, Merchandising Specialist, at kimberly.galvin@deca.mil or 804-734-8000 extension 52853

Tracie L. Russ
Director, Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Frozen Breakfast, Breakfast Protein
Universe of Items Included (e.g. D/C/G codes) :	4435/4425/4450
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):	5/1/2019
Category Manager:	Jessica Stables
Implementation / Scorecard to be Managed by:	Kimberly Galvin/Jessica Stables
Category Role (e.g. Destination, Routine, Convenience) :	Basket Builder/ K1 and K3 assortment
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:	Changing the future of the assortment, with having only a K1 and a K3 assortment. 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)	9 door
K4 (e.g. 12ft)	9 door
K3 (e.g. 12ft)	12 door (combined)
K2 (e.g. 12ft)	8 door (combined)
K1 (e.g. 8ft)	5 door (combined)
Preferred Period Ending for Data (MM/YYYY):	11/2020
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