



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

IN REPLY  
REFER TO

MPS

December 3, 2021

NOTICE TO THE TRADE - DECA NOTICE NTT #22-17

SUBJECT: Category Review Notification – 08200 Produce - Super Premium Juice

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Super Premium Juice in January 2022. Appointments / presentations will be accepted on January 19-20 and 26-27, 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 Mr. James Booker, Merchandising Specialist, at [james.booker2@deca.mil](mailto:james.booker2@deca.mil) or 804-734-8000 extension 86418 or Ms. Bridget Bennett, Category Manager at [Bridget.Bennett@deca.mil](mailto:Bridget.Bennett@deca.mil) or 804-734-8000 extension 48200.

Bonita M. Moffett  
Director of Sales

Attachments:  
As stated

## CATEGORY PLAN

( Publish 30 Days Prior to Category Review)

<b>Category:</b>	<b>Super Premium Juice</b>
Universe of Items Included (e.g. D/C/G codes):	
Planogram Name / Number*:	8200
<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):	
<b>Category Review Month (MM/YYYY):</b>	<b>January 2022</b>
Date Last Completed (MM/YYYY):	Approximately 1 years ago
<b>Category Manager:</b>	Bridget Bennett
<b>Implementation / Scorecard to be Managed by:</b>	James Booker/Bridget Bennett
<b>Category Role (e.g. Destination, Routine, Convenience):</b>	Basket Builder
<b>Marketing Strategy:</b>	
<i>To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:</i>	
Number of Promotions Per Year:	2 or more Per Quarter (coupons, basket builder, contest)
Seasonal Promotions?:	
Theme Event?	
Method (i.e. Mandate):	<i>Prefer Non Regional Items, Target 28% Patron Savings or higher.</i>
<b>Category Objectives:</b>	Increase sales for the category by using retail best practice, marketing and promoting a more healthy lifestyle for the solider and their family and optimize variety to meet the current customer needs and attract new customers.
<b>Special Factors/Notes:</b>	Focus on new innovations while maintaining top sellers and removing poor sellers.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
<b>Evaluation Criteria:</b>	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	8 ft
K4 (e.g. 12ft)	8 ft
K3 (e.g. 12ft)	8 ft
K2 (e.g. 12ft)	4 ft
K1 (e.g. 8ft)	4 ft
Preferred Period Ending for Data (MM/YYYY):	December 2021
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