



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

MPS

January 6, 2022

NOTICE TO THE TRADE - DECA NOTICE # 22-23

SUBJECT: Category Review Notification – New Age Beverages

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for New Age Beverages in February 2022. Appointments / presentations will be accepted on February 7-12, 2022. Appointment requests must be submitted no later than February 1, 2022. 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 either Ms. Donita Higgins, Merchandising Specialist, at donita.higgins@deca.mil, 804-734-8000 extension 48310 or Ms. Iveena Henderson, Category Manager, at iveena.henderson@deca.mil, 804-734-8000 extension 86127.

Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	New Age Beverages
Universe of Items Included (e.g. D/C/G codes):	07000
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):	Exclude
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):	02/2022
Date Last Completed (MM/YYYY):	
Category Manager:	Iveena Henderson
Implementation / Scorecard to be Managed by:	Donita Higgins / Iveena Henderson
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:	Increase sales for the category by using retail best practice, and optimize variety while meeting 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:	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. 12, 16, 20, 24 ft)	
K4 (e.g. 12, 16, 20, 24 ft)	
K3 (e.g. 12, 16, 20, 24 ft.)	12, 16, 20, 24, 28 ft
K2 (e.g. 8ft)	8ft
K1 (e.g. 8ft)	4ft
Preferred Period Ending for Data (MM/YYYY):	12/2021
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