



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

IN REPLY
REFER TO

MPS

January 20, 2022

NOTICE TO THE TRADE – DeCA NOTICE # 22-28

SUBJECT: Category Review Notification – Fruit Can-Jar

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Fruit Can-Jar in March 2022. Appointments / presentations will be accepted on March 7-11, 2022. Appointment requests must be submitted no later than February 25, 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 Mr. Kevin Newborn, Merchandising Specialist, at kevin.newborn@deca.mil or 804-734-8000 extension 48661.

Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Fruit Can-Jar
Universe of Items Included (e.g. D/C/G codes):	5400
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):	03/2022
Date Last Completed (MM/YYYY):	08/2020
Category Manager:	Iveena Henderson
Implementation / Scorecard to be Managed by:	Kevin Newborn/Iveena Henderson
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 while performing SKU optimization and reducing duplicate sizes.
Special Factors/Notes:	Focus on SKU optimization
<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)	
K4 (e.g. 12ft)	
K3 (e.g. 12ft)	16,20,24
K2 (e.g. 12ft)	12
K1 (e.g. 8ft)	8
Preferred Period Ending for Data (MM/YYYY):	01/2022
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 Savings AOC