



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

MPS

February 1, 2022

NOTICE TO THE TRADE - DeCA NOTICE NTT #22-33

SUBJECT: Category Review Notification – Canning Supplies

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Canning Supplies in February 2022. Appointments / presentations will be accepted on February 16-18, 2022. Appointment requests must be submitted no later than February 11th, 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. James Booker, Merchandising Specialist, at james.booker2@deca.mil or 804-734-8000 extension 86418 or Ms. Bridget Bennett, Category Manager at 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)

Category:	Canning Supplies
Universe of Items Included (e.g. D/C/G codes):	
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):	February 2020
Date Last Completed (MM/YYYY):	Approximately 2 years ago
Category Manager:	Bridget Bennett
Implementation / Scorecard to be Managed by:	James Booker/Bridget Bennett
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:	2 or more Per Quarter (coupons, basket builder, contest)
Seasonal Promotions?:	
Theme Event?	
Method (i.e. Mandate):	<i>Prefer Non Regional Items, Target 25% Patron Savings or higher.</i>
Category Objectives:	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.
Special Factors/Notes:	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>	
Evaluation Criteria:	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	4 ft
K4 (e.g. 12ft)	4 ft
K3 (e.g. 12ft)	4 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