



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

MPS

February 1, 2022

NOTICE TO THE TRADE – DeCA NOTICE 22-34

SUBJECT: Category Review Notification – Hot Cereal

The purpose of this notice is to advise Industry that the Sales Directorate will begin the category review for Hot Cereal in March 2022. Appointments / presentations will be accepted on March 7-11, 2022. Appointment requests must be submitted no later than Feb 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 Wendy VanBever, Merchandising Specialist, at wendy.vanbevers@deca.mil or 804-734-8000 extension 86459.

MOFFETT.BONIT
A.M.1147361153

Digitally signed by
MOFFETT.BONITA.M.1147361153
Date: 2022.02.01 13:20:17 -0500

Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:

HOT CEREAL

Universe of Items Included (e.g. D/C/G codes):

01350

Planogram Name / Number*:

**Category definition based on current and previous published planograms (to include items that have been phased out).*

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):

March 2022

Date Last Completed (MM/YYYY):

November 2019

Category Manager:

Iveena Henderson

Implementation / Scorecard to be Managed by:

Wendy VanBever/Hveena Henderson

Category Role (e.g. Destination, Routine, Convenience) :

Occasional

Marketing Strategy:

To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:

Number of Promotions Per Year:

X

Seasonal Promotions?:

X

Theme Event?

X

Method (i.e. Mandate):

Category Objectives:

Increase sales while performing SKU optimization and reducing duplicate sizes.

Special Factors/Notes:

Focus on SKU optimization.

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K5 (e.g. 12ft)

K4 (e.g. 12ft)

K3 (e.g. 12ft)

K2 (e.g. 12ft)

K1 (e.g. 8ft)

16,20,24

8

4

Preferred Period Ending for Data (MM/YYYY):

Jan 2022

Preferred Timeframe for Data (e.g 26 Weeks)

52, 26, 13, 4 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