



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

MPS

February 1, 2022

NOTICE TO THE TRADE – DeCA NOTICE #22-36

SUBJECT: Category Review Notification – Chill Cold Cuts

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Chill Cold Cuts. Appointments / presentations will be accepted from March 1-10, 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 may be directed to Mr. Joseph Burrill, Merchandising Specialist, at [joseph.burrill@deca.mil](mailto:joseph.burrill@deca.mil) or 804-734-8000 extension 48499.

Bonita M. Moffett  
Director of Sales

Attachments:  
As stated

## CATEGORY PLAN

( Publish 30 Days Prior to Category Review )

**Category:**

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

Planogram Name / Number\*:

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

Regional items (Include / Exclude):

Optional items (Include / Exclude):

One-time buy/seasonal items (Include / Exclude):

Club packs (Include / Exclude):

Category Segmentation (if different than D/C/G codes identified above):

**Chill Cold Cuts**

2150

Include

Exclude

Exclude

Exclude

**Category Review Month (MM/YYYY):**

Date Last Completed (MM/YYYY):

**March 2022**

N/A

**Category Manager:**

Jessica Stables

**Implementation / Scorecard to be Managed by:**

Joe Burrill/Jessica Stables

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

Basket Builder

**Marketing Strategy:**

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

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.

**Special Factors/Notes:**

Focus on new innovation while maintaining top sellers.

*(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)

Preferred Period Ending for Data (MM/YYYY):

Preferred Timeframe for Data (e.g 26 Weeks)

Data - Geography (e.g. Worldwide, ConUS)

Primary Ranking of Data (Packages, Dollars)

Secondary Ranking of Data (Packages, Dollars):

Comparison Retail Market (e.g. All Other Channels\*\*, Remaining Markets)

\*Some POG's will be Coolers for stores that don't have inline

20,24,28,32,36ft

16ft

12ft

12/2019

52, 26 and 13 Weeks

CONUS to include AK, HI and PR

Dollars/Units

ACV/Patron Savings

Retail Market and AOC