



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

MPS

February 18, 2022

NOTICE TO THE TRADE - DECA NOTICE NTT # 22-45

SUBJECT: Category Review Notification – 7950 Package Salad

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Package Salad in March 2022. Appointments / presentations will be accepted on March 21-24, 2022. Appointment requests must be submitted no later than March 14, 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:

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):

Package Salad

7950

Exclude

Exclude

Exclude

Exclude

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

April 2021

Approximately 1 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:

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):

2 or more Per Quarter (coupons, basket builder, contest) Please provide a promotional calendar plan for the upcoming year.

Prefer Non Regional Items, Target 28% Patron Savings or higher.

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 Organic offering, new innovations while maintaining top sellers and removing poor 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)

16-24 ft

16 ft

12 ft

8 ft

4 ft

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)

December 2022

52, 26 and 13 Weeks

CONUS to include AK, HI and PR

Dollars/Units

ACV/Patron Savings

Retail Market and AOC