



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

MPS

March 4, 2022

NOTICE TO THE TRADE – DeCA NOTICE #22-47

SUBJECT: Category Review Notification –Vegetables-Canned

The purpose of this notice is to advise Industry that the Sales Directorate will begin the category review for Vegetables-Canned in April 2022. Appointments / presentations will be accepted between April 11-22, 2022. Appointment requests must be submitted no later than April 1, 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. Aaron Kent, Merchandising Specialist, at aaron.kent@deca.mil or 804-734-8000 extension 48106.

for 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):

Vegetables-Canned

10100

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):

2020

Date Last Completed (MM/YYYY):

Approximately 2 years ago

Category Manager:

Iveena Henderson

Implementation / Scorecard to be Managed by:

Aaron Kent/Iveena Henderson

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

Destination

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 for the category by using retail best practice, and optimize variety while meeting pack out.

Special Factors/Notes:

Focus on new innovation and maintain top sellers. Optimize assortment through removal of duplicate product/brands.

(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)

16,20,24,28,32

12ft

8ft

Preferred Period Ending for Data (MM/YYYY):

03/2022

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