



DEFENSE COMMISSARY AGENCY
HEADQUARTERS
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FORT LEE, VIRGINIA 23801-1800

MPS

March 4, 2022

NOTICE TO THE TRADE – DeCA NOTICE #22-51

SUBJECT: Category Review Notification - Produce Dips

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category review for Produce Dips in April 2022. Appointments / presentations will be accepted for April 7th, 21st, and 28th. Appointment requests must be submitted no later than April 1st. 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 Ms. Teena Williams, Merchandising Specialist, at Teena-Jeannie.Williams@deca.mil or 804-734-8000 extension 48528 or Ms. Bridget Bennett, Category Manager at Bridget.Bennett@deca.mil or 804-734-8000 extension 48200.

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):

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):

Produce Dips

Guacamole, Salsa, Hummus, Fruit, etc.

7850

Include

Exclude

Include

Include

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

04/2022

01/2021

Category Manager:

Bridget Bennett

Implementation / Scorecard to be Managed by:

Teena Williams/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:

provide in presentation

Seasonal Promotions?:

provide in presentation

Theme Event?

Method (i.e. Mandate):

Target 25% Patron Savings or higher.

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 innovations 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)

4 ft

K4 (e.g. 12ft)

4 ft

K3 (e.g. 12ft)

4 ft

K2 (e.g. 12ft)

4 ft (over/under)

K1 (e.g. 8ft)

4 ft (over/under)

Preferred Period Ending for Data (MM/YYYY):

03/2022

Preferred Timeframe for Data (e.g. 26 Weeks)

52, 26 and 13 Weeks vs YAG

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

CONUS to include AK, HI and PR - Regional data for regional requests

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)

AOC