



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

MPS

March 17, 2022

NOTICE TO THE TRADE – DeCA NOTICE #22-57

SUBJECT: Category Review Notification – Frozen Vegetables

The purpose of this notice is to advise Industry that the Sales Directorate will begin the category review for Frozen Vegetables in May 2022. Appointment requests must be submitted to Kimberly Galvin no later than April 15th, 2022. Appointments/presentations will be accepted from the 9th through the 20th of May 2022. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Ms. Kimberly Galvin, Merchandising Specialist, at kimberly.galvin@deca.mil or 804-734-8000 extension 52853 or decahqmpsw@deca.mil.

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Date: 2022.03.17 12:48:01 -04'00'

Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Frozen Vegetables
Universe of Items Included (e.g. D/C/G codes):	
Planogram Name / Number*:	5350
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (Include / Exclude):	Include
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):	MAY 2022
Date Last Completed (MM/YYYY):	JULY 2021
Category Manager:	Jessica Stables
Implementation / Scorecard to be Managed by:	Kimberly Galvin/Jessica Stables
Category Role (e.g. Destination, Routine, Convenience):	Basket Builder
Marketing Strategy:	
<i>To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:</i>	
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. Assortment efficiency.
Special Factors/Notes:	Focus on new innovation while maintaining top sellers.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
Evaluation Criteria:	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	
K4 (e.g. 12ft)	
K3 (e.g. 12ft)	12 DOOR
K2 (e.g. 12ft)	9 DOOR
K1 (e.g. 8ft)	7 DOOR
Preferred Period Ending for Data (MM/YYYY):	04/2022
Preferred Timeframe for Data (e.g 26 Weeks)	52, 26 and 13 Weeks
Data - Geography (e.g. Worldwide, ConUS)	CONUS to include AK, HI and PR
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)	Retail Market and xAOC