

MPS

April 1, 2022

NOTICE TO THE TRADE - DeCA NOTICE NTT #22-61

SUBJECT: Category Review Notification – Hispanic and Latino

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Hispanic and the category evaluation of Latino in May 2022. Appointments / presentations will be accepted on May 2-13, 2022. Appointment requests must be submitted no later than April 22, 2022. The attached templates identify the categories to be reviewed/evaluated, category review/evaluation objectives, and relevant information.

Questions regarding the referenced reviews/evaluations as well as appointment requests may be directed to Ms. Lisa McWilliams, Merchandising Specialist, at <u>lisa.mcwilliams@deca.mil</u> or 804-734-8000 extension 48708.

For: Bonita M. Moffett Director of Sales

Attachments: As stated

CATEGORY PLAN		
(Publish 30 Days Prior to Category Review)		
Cotogony	Hispanic	
Category: Universe of Items Included (e.g. D/C/G codes):		
Planogram Name / Number*:	05850	
*Category definition based on current and previous published planograms		
Regional items (Include / Exclude):	Exclude	
Optional items (Include / Exclude):	Exclude	
One-time buy/seasonal items (<i>Include / Exclude</i>):	Exclude	
Club packs (Include / Exclude):	Exclude	
Category Segmentation (if different than D/C/G codes identified above):		
Category Review Month (MM/YYYY):	Approximately more than 2 years ago	
Date Last Completed (MM/YYYY):		
Category Manager:	Iveena Henderson	
Implementation / Scorecard to be Managed by:	Lisa McWilliams / Iveena	
Category Role (e.g. Destination, Routine, Convenience):	Occasional	
Marketing Strategy:		
To be determined by Industry/DeCA during review. Discussion to include, but r		
Number of Promotions Per Year:	X	
Seasonal Promotions?: Theme Event?:	<u>х</u>	
Method (i.e. Mandate):	<u>^</u>	
Category Objectives:	Increase sales for the category by using retail best practice, and optimize variety while meeting	
	pack out. SKU optimization to reduce brands or items that cannibalize the category and review innovation.	
(Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)		
Special Factors/Notes:	We will be reducing the K4 items within the category. We will be considering new	
	merchandising strategies for Hispanic and Latino.	
(Examples - Focus on emerging category trends, new item introductions, consumer segmentation)		
Evaluation Criteria:		
Current Category POG Size (in Linear Feet):		
K5 (e.g. 12, 16, 20, 24 ft)	170	
K4 (e.g. 12, 16, 20, 24 ft)	16ft	
K3 (e.g. 12, 16, 20, 24 ft.)	12ft	
K2 (e.g. 8ft) K1 (e.g. 8ft)	8ft	
Preferred Period Ending for Data (MM/YYYY):	4ft	
Preferred Timeframe for Data (e.g 26 Weeks)	03/2022	
Data - Geography (e.g. Worldwide, ConUS)	52, 26 weeks CONUS	
Primary Ranking of Data (Packages, Dollars)	Dollars	
Secondary Ranking of Data (Packages, Donals)	Units	
Dollars):		
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	Stock Assortment RM - Patron Savings AOC	

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Number of Promotions Per Year: X			
Seasonal Promotions?: X			
Theme Event?: X		X	
Method (i.e. Mandate):	Method (i.e. Mandate):		
Category Objectives:	Category Objectives:		
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