



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

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 [lisa.mcwilliams@deca.mil](mailto:lisa.mcwilliams@deca.mil) 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)

|   |   |
|---|---|
| <b>Category:</b>  | Hispanic  |
| Universe of Items Included (e.g. D/C/G codes):  |   |
| Planogram Name / Number*:   | 05850   |
| <i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>                  |   |
| 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):   |   |
| <b>Category Review Month (MM/YYYY):</b>   | Approximately more than 2 years ago   |
| Date Last Completed (MM/YYYY):  |   |
| <b>Category Manager:</b>  | Iveena Henderson  |
| <b>Implementation / Scorecard to be Managed by:</b>   | Lisa McWilliams / Iveena  |
| <b>Category Role (e.g. Destination, Routine, Convenience):</b>  | Occasional  |
| <b>Marketing Strategy:</b>  |   |
| <i>To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:</i>                              |   |
| Number of Promotions Per Year:  | X   |
| Seasonal Promotions?:   | X   |
| Theme Event?:   | X   |
| Method (i.e. Mandate):  |   |
| <b>Category Objectives:</b>   | 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. |
| <i>(Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)</i> |   |
| <b>Special Factors/Notes:</b>   | We will be reducing the K4 items within the category. We will be considering new merchandising strategies for Hispanic and Latino.  |
| <i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>                                       |   |
| <b>Evaluation Criteria:</b>   |   |
| Current Category POG Size (in Linear Feet):   |   |
| K5 (e.g. 12, 16, 20, 24 ft)   |   |
| K4 (e.g. 12, 16, 20, 24 ft)   | 16ft  |
| K3 (e.g. 12, 16, 20, 24 ft.)  | 12ft  |
| K2 (e.g. 8ft)   | 8ft   |
| K1 (e.g. 8ft)   | 4ft   |
| 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  |

## CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

**Category:**

Universe of Items Included (e.g. D/C/G codes):

Latino

Planogram Name / Number\*:

06600

*\*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):**

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 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. 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 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)

K4 (e.g. 12, 16, 20, 24 ft)

K3 (e.g. 12, 16, 20, 24 ft.)

K2 (e.g. 8ft)

K1 (e.g. 8ft)

12ft

8ft

4ft

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,

Units

Dollars):

Comparison Retail Market (e.g. All Other Channels\*\*, Remaining Markets)

Stock Assortment RM - Patron Savings AOC