



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

MPS

April 6, 2022

NOTICE TO THE TRADE – DeCA NOTICE #22-62

SUBJECT: Category Review Notification – Frozen Bread

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Frozen Bread in May 2022. Appointments / presentations will be accepted from May 3-19, 2022. Appointment requests must be submitted no later than April 29, 2022. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Mr. Joseph Burrill, Merchandising Specialist, at [joseph.burrill@deca.mil](mailto:joseph.burrill@deca.mil) or 804-734-8000 extension 48499.

For: Bonita M. Moffett  
Director of Sales

Attachments:  
As stated

## CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

<b>Category:</b>	<b>Frozen Bread</b>
Universe of Items Included (e.g. D/C/G codes):	4400
Planogram Name / Number*:	
<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):	
<b>Category Review Month (MM/YYYY):</b>	<b>May 2022</b>
Date Last Completed (MM/YYYY):	April 2021
<b>Category Manager:</b>	Jessica Stables
<b>Implementation / Scorecard to be Managed by:</b>	Joe Burrill/Jessica Stables
<b>Category Role (e.g. Destination, Routine, Convenience):</b>	Basket Builder
<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:	
Seasonal Promotions?:	
Theme Event?	
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.
<b>Special Factors/Notes:</b>	Focus on new innovation while maintaining top sellers.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
<b>Evaluation Criteria:</b>	
Current Category POG Size (in Linear Feet):	*Some POG's will be Coolers for stores that don't have inline
K5 (e.g. 12ft)	
K4 (e.g. 12ft)	
K3 (e.g. 12ft)	4-9dr
K2 (e.g. 12ft)	N/A
K1 (e.g. 8ft)	2-3dr
Preferred Period Ending for Data (MM/YYYY):	12/2021
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 AOC