



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

MPS

May 19, 2022

NOTICE TO THE TRADE – DeCA NOTICE 22-66

SUBJECT: Category Review Notification –Toaster Pastry

The purpose of this notice is to advise Industry that the Sales Directorate will begin the category review for Toaster Pastry in July 2022. Appointments / presentations will be accepted on July 25-26, 2022. Appointment requests must be submitted no later than July 18, 2022. 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. Wendy VanBever, Merchandising Specialist, at [wendy.vanbevers@deca.mil](mailto:wendy.vanbevers@deca.mil) or 804-734-8000 extension 86459.

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):

**Toaster Pastry**

09900

09900

Exclude

Exclude

Exclude

Exclude

**Category Review Month (MM/YYYY):**

Date Last Completed (MM/YYYY):

**07/2022**

10/2019

**Category Manager:**

Iveena Henderson

**Implementation / Scorecard to be Managed by:**

Wendy VanBever/Hveena Henderson

**Category Role (e.g. Destination, Routine, Convenience):**

Convenience

**Marketing Strategy:**

To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:

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.

**Special Factors/Notes:**

Focus on new innovation while maintaining top sellers. Conduct pricing discussions

*(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)*

**Evaluation Criteria:**

Current Category POG Size (in Linear Feet):

K5 (e.g. 12ft)

K4 (e.g. 12ft)

K3 (e.g. 12ft)

K2 (e.g. 12ft)

K1 (e.g. 8ft)

Preferred Period Ending for Data (MM/YYYY):

Preferred Timeframe for Data (e.g 26 Weeks)

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

Primary Ranking of Data (Packages, Dollars)

Secondary Ranking of Data (Packages, Dollars):

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

8,12,16ft

4ft

May 2022

4, 13, 26 and 52 Weeks

CONUS

Patron Savings/Dollars/Units

ACV

Remaining Market and xAOC

**Review Milestones**

Vendor Meetings

Results Published

New Item Start Date

New Items in Distributor by

POG's Published

Store Resets Start

July 25 and 26, 2022

September 1

October 16

October 14

October 17

October 24

**Comments**