



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

MPS

May 19, 2022

NOTICE TO THE TRADE – DeCA NOTICE 22-67

SUBJECT: Category Review Notification – Frozen Pizza

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Frozen Pizza. Appointments / presentations will be accepted from June 14-30, 2022. Appointment requests must be submitted no later than May 31, 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 Mr. Mike Denny, Merchandising Specialist, at michael.denny@deca.mil or 804-734-8000 extension 48547.

For: Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:

Frozen Pizza

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

5050

Planogram Name / Number*:

**Category definition based on current and previous published planograms (to include items that have been phased out).*

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):

June 2022

Date Last Completed (MM/YYYY):

2020

Category Manager:

Jessica Stables

Implementation / Scorecard to be Managed by:

Mike Denny/Jessica Stables

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

Traffic Driver

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.

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

Evaluation Criteria:

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)

K2 (e.g. 12ft)

K1 (e.g. 8ft)

10-21drs

6-9 drs

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 AOC