



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

MPS

May 19, 2022

NOTICE TO THE TRADE – DeCA NOTICE 22-68

SUBJECT: Category Review Notification – Frozen International

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Frozen International. Appointments / presentations will be accepted from July 12-28, 2022. Appointment requests must be submitted no later than June 30, 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](mailto: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:**

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):

Frozen International

4800

Include

Exclude

Exclude

Exclude

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

Date Last Completed (MM/YYYY):

July 2022

2021

**Category Manager:**

Jessica Stables

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

Mike Denny/Jessica Stables

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

Destination

**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):

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)

\*Some POG's will be Coolers for stores that don't have inline

7-15 drs

5-6 drs

04/2022

52, 26 and 13 Weeks

CONUS to include AK, HI and PR

Dollars/Units

ACV/Patron Savings

Retail Market and AOC