



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

MPS

May 19, 2022

NOTICE TO THE TRADE – DeCA NOTICE 22-69

SUBJECT: Category Review Notification – Soup-Can-Dry

The purpose of this notice is to advise Industry that the Sales Directorate will begin the category review for Soup-Can-Dry in June 2022. Appointments / presentations will be accepted between June 13-24, 2022. Appointment requests must be submitted no later than June 8, 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. Aaron Kent, Merchandising Specialist, at [aaron.kent@deca.mil](mailto:aaron.kent@deca.mil) or 804-734-8000 extension 48106.

For: Bonita M. Moffett  
Director of Sales

Attachments:  
As stated

**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):

**Soup-Can-Dry**

9250

Exclude

Exclude

Exclude

Exclude

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

Date Last Completed (MM/YYYY):

**2020**

Approximately 2 years ago

**Category Manager:**

Iveena Henderson

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

Aaron Kent/Iveena Henderson

**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:

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.

**Special Factors/Notes:**

Focus on new innovation and maintain top sellers. Optimize assortment through removal of duplicate product/brands.

(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)

28,32,36

16,20,24ft

12ft

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