



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

MPS

June 16, 2022

NOTICE TO THE TRADE – DeCA NOTICE 22-74

SUBJECT: Category Review Notification - Produce Salad Dressing

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category review for Produce Salad Dressing in July 2022. Appointments / presentations will be accepted for July 13, 14, 20 and 21. Appointment requests must be submitted no later than July 1st. 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. Phillip W. Timmons, Merchandising Specialist, at phillip.timmons@deca.mil or 804-734-8000 extension 48436 or Ms. Bridget Bennett, Category Manager at bridget.bennett@deca.mil or 804-734-8000 extension 48200.

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Digitally signed by
MOFFETT.BONITA.M.11473611
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Date: 2022.06.16 11:38:54 -04'00'

Bonita M. Moffett
Director of Sales

Attachments:

As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	PRODUCE SALAD DRESSING
Universe of Items Included (e.g. D/C/G codes):	
Planogram Name / Number*:	08150_PRODUCES - SALAD DRESSING
<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):	Include
Club packs (Include / Exclude):	Include
Category Segmentation (if different than D/C/G codes identified above):	
Category Review Month (MM/YYYY):	07-2022
Date Last Completed (MM/YYYY):	N/A
Category Manager:	Bridget Bennett
Implementation / Scorecard to be Managed by:	Teena Williams/Bridget Bennett
Category Role (e.g. Destination, Routine, Convenience):	Basket Builder
Marketing Strategy:	
<i>To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:</i>	
Number of Promotions Per Year:	provide in presentation
Seasonal Promotions?:	provide in presentation
Theme Event?	
Method (i.e. Mandate):	Target 25% Patron Savings or higher. Target 15% ACV
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 innovations while maintaining top sellers and removing poor performers. Assortment optimization to better match the outside market.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
Evaluation Criteria:	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	4ft
K4 (e.g. 12ft)	4ft
K3 (e.g. 12ft)	4ft
K2 (e.g. 12ft)	2ft (Half Bay)
K1 (e.g. 8ft)	2ft (Half Bay)
Preferred Period Ending for Data (MM/YYYY):	06-2022
Preferred Timeframe for Data (e.g. 26 Weeks)	52, 26 and 13 Weeks vs YAG
Data - Geography (e.g. Worldwide, ConUS)	CONUS to include AK, HI and PR - Regional data for regional requests
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)	AOC