



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

MPS

July 1, 2022

NOTICE TO THE TRADE – DeCA NOTICE 22-77

SUBJECT: Category Evaluation Notification – Sliced, Shred, Snack Cheese

The purpose of this notice is to advise Industry the Sales Directorate will be conducting a category evaluation, in lieu of a category review, for sliced, shred, and snack cheese in August 2022. Electronic presentations/files should be submitted no later than August 19, 2022, to the Category Manager, Jessica Stables, at jessica.stables@deca.mil and Merchandising Specialist, Jennifer Baker, at jennifer.baker@deca.mil. All files larger than 5 MB should be uploaded to the DoD SAFE at the following website: <https://safe.apps.mil>. Confirm receipt of all material submitted. No appointments will be granted. This evaluation is open for current and potential new vendors seeking business opportunities with DeCA. The attached template identifies the categories to be evaluated, category evaluation objectives, and relevant information.

Questions regarding this evaluation may be directed to Ms. Jennifer Baker, Merchandising Specialist, at jennifer.baker@deca.mil or 804-734-8000 extension 86338.

For: Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Chilled Cheese: Slice, Shred, Snack
Universe of Items Included (e.g. D/C/G codes):	
Planogram Name / Number*:	02750 Slice, 02800 Shred, 02850 Snack
<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):	Include
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):	August 2022
Date Last Completed (MM/YYYY):	June 2021
Category Manager:	Jessica Stables
Implementation / Scorecard to be Managed by:	Jessica Stables/Jennifer Baker
Category Role (e.g. Destination, Routine, Convenience):	Destination
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:	
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.
<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)	----
K4 (e.g. 12ft)	----
K3 (e.g. 12ft)	8ft+ (Slice), 12ft+ (Shreds), 12ft+ (Snacks)
K2 (e.g. 12ft)	20ft+ (All Cheese POG)
K1 (e.g. 8ft)	16ft (All Cheese POG)
Preferred Period Ending for Data (MM/YYYY):	June 2022
Preferred Timeframe for Data (e.g 26 Weeks)	26 Weeks
Data - Geography (e.g. Worldwide, ConUS)	CONUS excluding AK & HI
Primary Ranking of Data (Packages, Dollars)	Patron Savings/Dollars/Units
Secondary Ranking of Data (Packages, Dollars):	ACV
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	Remaining Market and xAOC
Review Milestones	
NTT Release	July 1, 2022
Vendor Presentations	Due by August 19, 2022
Results Published	September 15, 2022
New Items in Distributor by	October 16, 2022
New Item Start Date	November 1, 2022
POG's Published	November 7, 2022
Store Resets Start	November 8, 2022
Comments	<p>Cheese EVALUATION for Slice, Shred, and Snack segments</p> <ul style="list-style-type: none"> * No appointments granted * Evaluation open to current and potential vendors * Presentations accepted electronically by 8/19/22 <ul style="list-style-type: none"> - Upload files larger than 5 MG to: https://safe.apps.mil - Confirm receipt of all files submitted