MPS   July 8, 2022

NOTICE TO THE TRADE – DeCA NOTICE 22-81

SUBJECT: Category Review Notification – Frozen Prepared Meals Multi-Serve

  The purpose of this notice is to advise Industry the Sales Directorate will begin the Category Review for Frozen Prepared Meals Multi-Serve in August 2022. Appointments and electronic presentations should be submitted no later than August 22 to the Category Manager, Jessica Stables, at jessica.stables@deca.mil and Merchandising Specialist, Johnny Stewart, at johnny.stewart@deca.mil.

  All files larger than 5 MB should be uploaded to the DoD SAFE at the following website: https://safe.apps.mil. This review is open for current and potential new vendors seeking business opportunities with DeCA. The attached template identifies the categories to be reviewed, category review objectives, and relevant information.

  Questions regarding this review may be directed to Johnny Stewart, Merchandising Specialist, at johnny.stewart@deca.mil or 804-734-8000 extension 48930.

       For: Bonita M. Moffett
       Director of Sales

Attachments:
As stated

<table>
<tr><td colspan="2" style="background-color:#c5d79b">CATEGORY PLAN</td></tr>
<tr><td colspan="2" style="background-color:#c5d79b">(Publish 30 Days Prior to Category Review)</td></tr>
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Category:	**Frozen Prepared Meals Multi-Serve**
Universe of Items Included *(e.g. D/C/G codes)*:	05160
Planogram Name / Number*:	05160

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

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   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)*: |

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Category Review Month *(MM/YYYY)*: | **August 2022**
   Date Last Completed *(MM/YYYY)*: | July 2021

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Category Manager: | Jessica Stables

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Implementation / Scorecard to be Managed by: | Jessica Stables / Johnny Stewart

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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:

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   Number of Promotions Per Year: |
   Seasonal Promotions?: |
   Theme Event? |
   Method *(i.e. Mandate)*: |

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Category Objectives: | Increase sales for the category by using retail best practice, and optimize variety while meeting pack out.

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Special Factors/Notes: | Focus on new innovation while maintaining top sellers.

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

Evaluation Criteria:

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   Current Category POG Size *(in Linear Feet)*: |
      K5 *(e.g. 12ft)* | ----
      K4 *(e.g. 12ft)* | ----
      K3 *(e.g. 12ft)* | 5 Doors
      K2 *(e.g. 12ft)* | ----
      K1 *(e.g. 8ft)* | 3 Doors
   Preferred Period Ending for Data *(MM/YYYY)*: | 07/2022
   Preferred Timeframe for Data *(e.g 26 Weeks)* | 52 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

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  NTT Release | 8 July 2022
  Vendor Presentations | 22 August 2022
  Results Published | 21 September 2022
  New Item Start Date | 16 October 2022
  New Items in Distributor by | 5 November 2022
  POG's Published | 10 November 2022
  Store Resets Start | 15 November 2022

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Comments |