



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

MPS

September 1, 2022

NOTICE TO THE TRADE – DeCA NOTICE 22-83

SUBJECT: Category Review Notification – Frozen Ice Cream

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category Review for Frozen Ice Cream in September 2022. Appointments and electronic presentations should be submitted no later than September 27 to the Category Manager, Jessica Stables, at jessica.stables@deca.mil and Merchandising Specialist, Kimberly Galvin, at Kimberly.galvin@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 Kimberly Galvin, Merchandising Specialist, at kimberly.galvin@deca.mil or 804-734-8000 extension 52853.

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 Ice Cream

04750

04750

Include

Include

Include

Include

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

September 2022

February 2021

Category Manager:

Jessica Stables

Implementation / Scorecard to be Managed by:

Jessica Stables / Kimberly Galvin

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

Basket Builder

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)

9 Doors

6 Doors

08/2022

52 Weeks

CONUS excluding AK & HI

Patron Savings/Dollars/Units

ACV

Remaining Market and xAOC

Review Milestones

NTT Release

Vendor Presentations

Results Published

New Item Start Date

New Items in Distributor by

POG's Published

Store Resets Start

1 September 2022

27 September 2022

15 November 2022

15 December 2022

30 December 2022

3 January 2023

9 January 2023

Comments