



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

MPS

August 1, 2022

NOTICE TO THE TRADE - DECA NOTICE 22-86

SUBJECT: Category Review Notification – Chilled Milk Alt and Creamers

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Chilled Milk Alt and Creamers in September 2022. Appointments / presentations will be accepted August 8-11, 2022. Appointment requests must be submitted no later than August 11, 2022. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

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 and appointment requests may be directed to Ms. Lisa Owens, Merchandising Specialist, at lisa.owens@deca.mil or 804-734-8000 extension 48181 or Ms. Jessica Stables, Category Manager, at jessica.stables@deca.mil or 804-734-8000 extension 48315.

Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN	
(Publish 30 Days Prior to Category Review)	
Category:	MILK ALT AND CREAMERS
Universe of Items Included (e.g. D/C/G codes):	1858
Planogram Name / Number*:	1859
	1850
<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
above):	
Category Review Month (MM/YYYY):	SEPTEMBER 2022
Date Last Completed (MM/YYYY):	JANUARY 2022
Category Manager:	Jessica Stables
Implementation / Scorecard to be Managed by:	Jessica Stables/Lisa Owens
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)	
K2 (e.g. 12ft)	
K1 (e.g. 8ft)	
Preferred Period Ending for Data (MM/YYYY):	
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)	Remaining Market and xAOC
Review Milestones	
NTT Release	AUG 1
Vendor Presentations	SEPTEMBER 15
Results Published	OCTOBER 15
New Item Start Date	NOVEMBER 9
New Items in Distributor by	NOVEMBER 29
POG's Published	DECEMBER 4
Store Resets Start	DECEMBER 9
Comments	