



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

MPS

August 25, 2022

NOTICE TO THE TRADE – DeCA NOTICE 22-94

SUBJECT: Category Review Notification – Jam Jelly Honey

The purpose of this notice is to advise Industry that the Sales Directorate will begin the category review for Jam Jelly Honey in September 2022. Appointments / presentations will be held on October 17-21, 2022. Appointment requests must be submitted no later than October 3, 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. Wendy VanBever, Merchandising Specialist, at wendy.vanbevers@deca.mil or 804-734-8000 extension 86459.

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):

Jam Jelly Honey

06100

Exclude

Exclude

Exclude

Exclude

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

09/2022

03/2020

Category Manager:

Iveena Henderson

Implementation / Scorecard to be Managed by:

Wendy VanBever/Hveena Henderson

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 while performing SKU optimization and reducing duplicate sizes.

Special Factors/Notes:

Focus on new innovation while maintaining top sellers. Conduct pricing discussions

(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)

8,12ft

4ft

Sept 2022

4, 13, 26 and 52 Weeks

CONUS

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

September 1, 2022

October 17-21, 2022

November 14, 2022

December 1, 2022

January 1, 2023

January 2, 2023

January 9, 2023

Comments