



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

MPS

August 12, 2022

NOTICE TO THE TRADE – DeCA NOTICE 22-90

SUBJECT: Category Review Notification – Frozen Novelty

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category Review for Frozen Novelty in October 2022. Appointments and electronic presentations should be submitted no later than October 27th 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.

BURKETT.THOMA
S.RAY.1007481477

Digitally signed by
BURKETT.THOMAS.RAY.10074
81477
Date: 2022.08.12 12:00:06 -0400

For: 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*:

Frozen Novelty

04950
04950

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

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):

October 2022

Date Last Completed (MM/YYYY):

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)

9 Doors

K2 (e.g. 12ft)

K1 (e.g. 8ft)

5 Doors

Preferred Period Ending for Data (MM/YYYY):

09/2022

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

NTT Release

3 October 2022

Vendor Presentations

27 October 2022

Results Published

17 December 2022

New Item Start Date

11 January 2022

New Items in Distributor by

31 January 2022

POG's Published

6 February 2022

Store Resets Start

10 February 2022

Comments