



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

MPS

September 13, 2022

NOTICE TO THE TRADE – DeCA NOTICE 22-95

SUBJECT: Category Review Notification – International (Gourmet) & German

The purpose of this notice is to advise Industry that the Sales Directorate will begin the category reviews for International (Gourmet) and German in October 2022. Appointments / presentations will be held on October 24-28, 2022. Appointment requests must be submitted no later than October 10, 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.

Questions regarding these reviews and appointment requests may be directed to Ms. Lisa McWilliams, Merchandising Specialist, at Lisa.McWilliams@deca.mil or 804-734-8000 extension 48708.

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):

International (Gourmet) & German

05600 & 05550

Exclude

Exclude

Exclude

Exclude

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

10/2022

Over 3 years

Category Manager:

Iveena Henderson

Implementation / Scorecard to be Managed by:

Lisa McWilliams/Iveena Henderson

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

Occasional

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):

X

X

X

Category Objectives:

Increase sales for the category by using retail best practice and rebranding the section

Special Factors/Notes:

This Category will be used to expand on our international assortment that is trending and otherwise not represented inside our stores such as Indian, and Caribbean foods. Please review relevant data and present accordingly.

(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)

16ft,20ft

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 13, 2022

October 24-28, 2022

November 22, 2022

December 16, 2022

January 6, 2023

January 9, 2023

January 20, 2023

Comments