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## **DEFENSE COMMISSARY AGENCY**

## HEADQUARTERS 1300 E AVENUE FORT LEE, VIRGINIA 23801-1800

MPS September 13, 2022

NOTICE TO THE TRADE – DeCA NOTICE 22-97

SUBJECT: Category Review Notification – Salty Snacks - Chips

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category Review for Salty Snacks in October 2022. Appointments / presentations will be held/accepted from October 30 to November 3, 2022. Appointment requests must be submitted no later than October 15, 2022.

All files larger than 5 MB should be uploaded to the DoD SAFE at the following website: <a href="https://safe.apps.mil">https://safe.apps.mil</a>. 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 Loretta Williams, Merchandising Specialist, at loretta.williams@deca.mil or 804-734-8000 extension 86135.

Bonita M. Moffett Director of Sales

Attachments: As stated

## **CATEGORY PLAN** (Publish 30 Days Prior to Category Review) Salty Snacks Category: Universe of Items Included (e.g. D/C/G codes): 02950 02950 Planogram Name / Number\* \*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 Include Club packs (Include / Exclude): Category Segmentation (if different than D/C/G codes identified above): October 2022 Category Review Month (MM/YYYY): January 2020 Date Last Completed (MM/YYYY): Category Manager: Iveena Henderson Iveena Henderson/Loretta Williams Implementation / Scorecard to be Managed by: Category Role (e.g. Destination, Routine, Convenience): Traffic Driver 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) Store Footage and Sales K4 (e.g. 12ft) Store Footage and Sales Store Footage and Sales K3 (e.g. 12ft) Store Footage and Sales K2 (e.g. 12ft) Store Footage and Sales K1 (e.g. 8ft) September 2022 Preferred Period Ending for Data (MM/YYYY): Preferred Timeframe for Data (e.g 26 Weeks) 4, 13, 26 and 52 Weeks CONUS excluding AK & HI Data - Geography (e.g. Worldwide, ConUS) Primary Ranking of Data (Packages, Dollars) Patron Savings/Dollars/Units ACV Secondary Ranking of Data (Packages, Dollars): Remaining Market and xAOC Comparison Retail Market (e.g. All Other Channels\*\*, Remaining Markets) **Review Milestones** NTT Release September 13, 2022 October 30 - November 3, 2022 Vendor Presentations December 15, 2022 Results Published New Item Start Date January 2, 2023 January 16, 2023 New Items in Distributor by January 23, 2023 POG's Published January 30, 2023 Store Resets Start Comments