



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

MPS

November 23, 2022

NOTICE TO THE TRADE – DeCA NOTICE #23-05

SUBJECT: Category Review Notification- Tofu/Soy

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category review for Tofu/Soy in December 2022. Appointments / presentations will be accepted for December 21 & 22. Appointment requests must be submitted no later than December 16th. 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 Teredane Daguison, Merchandising Specialist, at Teredane.daguison@deca.mil or 804-734-8000 extension 48170 or Ms. Bridget Bennett, Category Manager at Bridget.Bennett@deca.mil or 804-734-800 extension 48200.

For: Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Tofu/Soy
Universe of Items Included (e.g. D/C/G codes):	
Planogram Name / Number*:	8250
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (Include / Exclude):	Exclude
Optional items (Include / Exclude):	Exclude
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):	12-2022
Date Last Completed (MM/YYYY):	N/A
Category Manager:	Bridget Bennett
Implementation / Scorecard to be Managed by:	Teredane Daguison/Bridget Bennett
Category Role (e.g. Destination, Routine, Convenience):	Basket Builder
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:	<i>provide in presentation</i>
Seasonal Promotions?:	<i>provide in presentation</i>
Theme Event?	
Method (i.e. Mandate):	<i>Target 25-28% Patron Savings or higher. Target 15% ACV or higher.</i>
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 innovations while maintaining top sellers and removing poor 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):	11-2022
Preferred Timeframe for Data (e.g 26 Weeks)	52, 26 and 13 Weeks vs YAG
Data - Geography (e.g. Worldwide, ConUS)	CONUS to include AK, HI and PR - Regional data for regional requests
Primary Ranking of Data (Packages, Dollars)	Dollars/Units
Secondary Ranking of Data (Packages, Dollars):	ACV/Patron Savings
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	AOC
Review Milestones:	
NTT Release	November 23, 2022
Vendor Presentations	December 21-22, 2022
Results Published	February 3, 2023
New Item Start Date	February 28, 2023
New Items in Distributor by	March 20, 2023
POG's Published	March 24, 2023
Store Resets Start	March 30, 2023