



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

MPS

December 6, 2022

NOTICE TO THE TRADE - DECA NOTICE #23-08

SUBJECT: Category Review Notification – Chilled Juice/Tea/Coffee

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Chilled Juice/Coffee/Tea in January 2023. Appointment requests will be accepted for the week of January 5-9, 2023. Appointment requests must be submitted no later than December 25, 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. Lisa Owens, Merchandising Specialist, at lisa.owens@deca.mil or 804-734-8000 extension 48181 or Ms. Jessica Stables, Category Manager at Jessica.stables@deca.mil or 804-734-8000 extension 48315.

MOFFETT.BONIT A.M.1147361153
Digitally signed by
MOFFETT.BONITA.M.11473611
53
Date: 2022.12.05 10:53:22 -05'00'

Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Juice/Coffee/Tea CHILLED
Universe of Items Included (e.g. D/C/G codes):	
Planogram Name / Number*:	2000
<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):	Exclude
Club packs (Include / Exclude):	Include
Category Segmentation (if different than D/C/G codes identified above):	Category Segmentation will be based on Industry best practices
Category Review Month (MM/YYYY):	January 2023
Date Last Completed (MM/YYYY):	
Category Manager:	Jessica Stables
Implementation / Scorecard to be Managed by:	Jessica Stables
Category Role (e.g. Destination, Routine, Convenience):	Traffic Driver
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:	
Seasonal Promotions?:	
Theme Event?	
Method (i.e. Mandate):	
Category Objectives:	Meet category objectives below, plan for trends, and best retail practices. Streamline to meet pack out.
Special Factors/Notes:	Focus on new innovation while maintaining top 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)	20,24,28,32, and 36
K2 (e.g. 12ft)	----
K1 (e.g. 8ft)	12 and 16
Preferred Period Ending for Data (MM/YYYY):	01/2023
Preferred Timeframe for Data (e.g. 26 Weeks)	52 & 26 Weeks
Data - Geography (e.g. Worldwide, ConUS)	CONUS
Primary Ranking of Data (Packages, Dollars)	Dollars
Secondary Ranking of Data (Packages, Dollars):	Units
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	Stock Assortment RM - Patron Saving AOC
Review Milestones	
NTT Release	December 6, 2022
Vendor Presentations	January 15, 2023
Results Published	February 14, 2023
New Item Start Date	March 11, 2023
New Items in Distributor by	March 31, 2023
POG's Published	April 4, 2023
Store Resets Start	April 15, 2023
Comments	