



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

MPS

December 6, 2022

NOTICE TO THE TRADE - DECA NOTICE #23-09

SUBJECT: Category Review Notification – Charcoal/Lighters/Matches

The purpose of this notice is to advise Industry that the Sales Directorate will begin the category review for Charcoal/Lighters/Matches in January 2023. Appointment requests will be accepted for the week of January 17-20 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. Audrey Callen, Merchandising Specialist, at [audrey.callen@deca.mil](mailto:audrey.callen@deca.mil) or 804-734-8000 extension 86026 or Mr. Darrell Clary, Category Manager, at [darrell.clary@deca.mil](mailto:darrell.clary@deca.mil) or 804-734-8000 extension 48866.

For: Bonita Moffett  
Director of Sales

## CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

**Category:**

Universe of Items Included (e.g. D/C/G codes) :  
Planogram Name / Number\*:

**Charcoal Lighters Matches**

01400  
01400

\*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):**

**January, 2023**

Date Last Completed (MM/YYYY):

January, 2021

**Category Manager:**

Darrell Clary

**Implementation / Scorecard to be Managed by:**

Darrell Clary / Audrey Callen

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

Destination

**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 customer needs.

**Special Factors/Notes:**

Focus on new innovation while maintaining top core 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)

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)

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12FT, 16FT, 20FT, 24FT  
4FT, 8FT  
11/30  
52 Weeks  
CONUS excluding AK & HI  
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

December 6, 2022  
January 11, 2023  
March 1, 2023  
March 15, 2023  
March 31, 2023  
April 3, 2023  
April 15, 2023

**Comments**