



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

MPS

January 4, 2023

NOTICE TO THE TRADE – DeCA NOTICE 23-17

SUBJECT: Category Review Notification – Chilled Plant Based Meat

The purpose of this notice is to advise Industry that the Sales Directorate will begin the category review for Chilled Plant Based Meat in February 2023. Appointments / presentations will be accepted the weeks of February 6-17, 2023. Appointment requests must be submitted no later than January 20, 2023. 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 Mr. Harry Farrell, Merchandising Specialist, at harry.farrell@deca.mil or 804-734-8000 extension 48742 or Ms. Bridget Bennett, Category Manager, at bridget.bennett@deca.mil or 804-734-8000 extension 48200.

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):

Chilled Plant Based Meat

2200

Include

Exclude

Include

Include

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

February 2023

08/03/2021

Category Manager:

Bridget Bennett

Implementation / Scorecard to be Managed by:

Harry Farrell/Bridget Bennett

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:

6 - Provide in Presentation

Seasonal Promotions?:

Yes - Provide in Presentation

Theme Event?

Method (i.e. Mandate):

Target 25-28% Patron Savings or higher. Target 15% ACV or higher.

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)

N/A

K4 (e.g. 12ft)

N/A

K3 (e.g. 12ft)

N/A

K2 (e.g. 12ft)

N/A

K1 (e.g. 8ft)

4FT

Preferred Period Ending for Data (MM/YYYY):

01/2023

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

January 4, 2023

Vendor Presentations

February 21, 2023

Results Published

March 20, 2023

New Item Start Date

April 1, 2023

New Items in Distributor by

April 14, 2023

POG's Published

May 1, 2023

Store Resets Start

May 14, 2023

Comments