



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

MPS

Jan 5, 2023

NOTICE TO THE TRADE – DeCA NOTICE 23-20

SUBJECT: Category Review Notification – Cookies

The purpose of this notice is to advise Industry that the Sales Directorate will begin the category review for Cookies in February 2023. Appointments / presentations will be held on February 6-17, 2023. Appointment requests must be submitted no later than January 26, 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 Ms. Kirsten O’Neill, Merchandising Specialist, at [kirsten.onell@deca.mil](mailto:kirsten.onell@deca.mil) or 804-734-8000 extension 48126.

Bonita M. Moffett  
Director of Sales

Attachments:  
As stated

## CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

**Category:**

**COOKIES**

Universe of Items Included (e.g. D/C/G codes):

03225

Planogram Name / Number\*:

*\*Category definition based on current and previous published planograms (to include items that have been phased out).*

Regional items (Include / Exclude):

Exclude

Optional items (Include / Exclude):

Exclude

One-time buy/seasonal items (Include / Exclude):

Exclude

Club packs (Include / Exclude):

Exclude

Category Segmentation (if different than D/C/G codes identified above):

**Category Review Month (MM/YYYY):**

**02/2023**

Date Last Completed (MM/YYYY):

04/2021

**Category Manager:**

Iveena Henderson

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

Kirsten O'Neill/Iveena Henderson

**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 while performing SKU optimization. Optimize variety while meeting pack out.

**Special Factors/Notes:**

Focus on new innovation while maintaining top sellers. Conduct pricing discussions

*(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)

28 ft +

20 ft

8 ft

Preferred Period Ending for Data (MM/YYYY):

Jan 2023

Preferred Timeframe for Data (e.g. 26 Weeks)

4, 13, 26 and 52 Weeks

Data - Geography (e.g. Worldwide, ConUS)

CONUS to include AK, HI, and PR

Primary Ranking of Data (Packages, Dollars)

Patron Savings/Dollars/Units

Secondary Ranking of Data (Packages, Dollars):

ACV

Comparison Retail Market (e.g. All Other Channels\*\*, Remaining Markets)

Remaining Market and xAOC

**Review Milestones**

NTT Release

January 5, 2023

Vendor Presentations

February 6-17, 2023

Results Published

March 6, 2023

New Item Start Date

March 20, 2023

New Items in Distributor by

April 20, 2023

POG's Published

April 24, 2023

Store Resets Start

May 1, 2023

**Comments**