



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

MPS

February 6, 2023

NOTICE TO THE TRADE – DeCA NOTICE 23-25

SUBJECT: Category Review Notification – Frozen Potatoes

The purpose of this notice is to advise Industry that the Sales Directorate will begin the category review for Frozen Potatoes in February. Appointments and electronic presentations will be held from February 15-28, 2023. Appointment requests must be submitted no later than February 10, 2023 to the Category Manager, Jessica Stables, at Jessica.Stables@deca.mil and Merchandising Specialist, Michael Denny, at Michael.Denny@deca.mil. 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. Michael Denny, Merchandising Specialist, at Michael.Denny@deca.mil or 804-734-8000 extension 48547.

Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Frozen Potatoes
Universe of Items Included (e.g. D/C/G codes):	4400
Planogram Name / Number*:	
<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):	Exclude
Category Segmentation (if different than D/C/G codes identified above):	
Category Review Month (MM/YYYY):	02/2023
Date Last Completed (MM/YYYY):	04/2020
Category Manager:	Jessica Stables
Implementation / Scorecard to be Managed by:	Michael Denny
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:	
Seasonal Promotions?:	
Theme Event?	
Method (i.e. Mandate):	
Category Objectives:	Increase sales while performing SKU optimization and reducing low performers.
Special Factors/Notes:	Focus on new innovation while maintaining top sellers. Conduct pricing discussions.
<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)	5 Door
K2 (e.g. 12ft)	
K1 (e.g. 8ft)	2 Door
Preferred Period Ending for Data (MM/YYYY):	01/2023
Preferred Timeframe for Data (e.g 26 Weeks)	4, 13, 26, & 52 weeks
Data - Geography (e.g. Worldwide, ConUS)	CONUS
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	February 6, 2023
Vendor Presentations	February 15-28, 2023
Results Published	March 15, 2023
New Item Start Date	April 23, 2023
New Items in Distributor by	May 22, 2023
POG's Published	May 28, 2023
Store Resets Start	Jun 11, 2023
Comments	