



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

MPS

February 6, 2023

NOTICE TO THE TRADE – DeCA NOTICE 23-30

SUBJECT: Category Review Notification – Baby Feeding

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Baby Feeding in March 2023. Appointments / presentations will be accepted through the month of March 2023. Appointment requests must be submitted to Rebekah Fine no later than February 28, 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 evaluation is open for current and potential new vendors seeking business opportunities with DeCA. The attached template identifies the category to be evaluated, category evaluation objectives, and other relevant information.

Questions regarding this review may be directed to Ms. Rebekah Fine, Merchandising Specialist, at rebekah.fine@deca.mil or 804-734-8000 extension 48736.

Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

| | |
|------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| Category: | Baby Feeding |
| Universe of Items Included (e.g. D/C/G codes): | 0300 |
| 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): | Include |
| Optional items (Include / Exclude): | Include |
| One-time buy/seasonal items (Include / Exclude): | Include |
| Club packs (Include / Exclude): | Include |
| above): | |
| Category Review Month (MM/YYYY): | |
| Date Last Completed (MM/YYYY): | August 2021 |
| Category Manager: | Darrell Clary |
| Implementation / Scorecard to be Managed by: | Rebekah Fine / Darrell Clary |
| 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: | Promoted Monthly |
| Seasonal Promotions?: | Yes |
| Theme Event? | Yes |
| Method (i.e. Mandate): | Mandated and 4-day specials |
| Category Objectives: | Increase market share, maintain prescribed Patron Savings and meeting financial goals (i.e. margin). |
| Special Factors/Notes: | Focus on key market drivers while integrating new innovations. |
| <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) | ---- |
| K2 (e.g. 12ft) | 8ft |
| K1 (e.g. 8ft) | 4ft |
| Preferred Period Ending for Data (MM/YYYY): | DeCA FY 22 |
| Preferred Timeframe for Data (e.g 26 Weeks) | 52 Weeks |
| Data - Geography (e.g. Worldwide, ConUS) | Worldwide |
| Primary Ranking of Data (Packages, Dollars) | Dollars/Units |
| Secondary Ranking of Data (Packages, Dollars): | Patron Savings/Margin |
| Comparison Retail Market (e.g. All Other Channels**, Remaining AOC) | |
| Review Milestones | |
| NTT Release | February 6, 2023 |
| Vendor Presentations | February 10-28, 2023 |
| Results Published | April 1, 2023 |
| New Item Start Date | May 1, 2023 |
| New Items in Distributor by | May 1, 2023 |
| POG's Published | May 16,2023 |
| Store Resets Start | May 16,2023 |
| Comments | |