



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

MPS

February 16, 2023

NOTICE TO THE TRADE – DeCA NOTICE 23-22

SUBJECT: Category Review Notification – Sweet Goods

The purpose of this notice is to advise Industry that the Sales Directorate will begin the category review for Sweet Goods in March 2023. Appointments / presentations will be held on March 13-17, 2023. Appointment requests must be submitted no later than March 1, 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 Loretta Williams, Merchandising Specialist, at [loretta.williams@deca.mil](mailto:loretta.williams@deca.mil) or 804-734-8000 extension 86135.

For: 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):

**Sweet Goods**

09650
09650
Include
Include
Include
Include

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

Date Last Completed (MM/YYYY):

March 2023
April 2021

**Category Manager:**

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

Loretta Williams/Iveena Henderson
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**Category Role (e.g. Destination, Routine, Convenience) :**

Traffic Driver
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**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 pack out.
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**Special Factors/Notes:**

Focus on new innovation while maintaining top sellers.
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(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)

32FT
20FT, 24FT, 28FT
16FT
12FT
4FT, 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)

March 2023
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

February 16, 2023
March 13-17, 2023
June 1, 2023
June 9, 2023
June 16, 2023
June 19, 2023
June 26, 2023

**Comments**

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