



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

MPS

March 1, 2023

NOTICE TO THE TRADE - DECA NOTICE 23-40

SUBJECT: Category Review Notification – Yogurt

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Yogurt in April 2023. Appointment requests will be accepted for the week of April 17-20, 2023. Appointment requests must be submitted no later than March 31, 2023.

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 category to be reviewed, category review objectives, and relevant information.

Questions regarding this review and appointment requests may be directed to Ms. Lisa Owens, Merchandising Specialist, at [lisa.owens@deca.mil](mailto:lisa.owens@deca.mil), 804-734-8000 extension 48181 or Ms. Jessica Stables, Category Manager, at [Jessica.stables@deca.mil](mailto:Jessica.stables@deca.mil) or 804-734-8000 extension 48315.

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):

**Yogurt**

2900

2900

Include

Include

Include

Include

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

Date Last Completed (MM/YYYY):

**April 2022**

April 2022

**Category Manager:**

Jessica Stables

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

Jessica Stables/Lisa Owens

**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 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)

K4 (e.g. 12ft)

K3 (e.g. 12ft)

K2 (e.g. 12ft)

K1 (e.g. 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)

20, 24, 28, 32, and 36 FT

12 and 16 FT

March 2023

26 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

March 1, 2023

April 15, 2023

May 15, 2023

June 9, 2023

June 29, 2023

July 4, 2023

July 9, 2023

**Comments**