



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

MPS

March 10, 2023

NOTICE TO THE TRADE – DeCA NOTICE 23-41

SUBJECT: Category Review Notification – Dog Food Can

The purpose of this notice is to advise Industry the Sales Directorate will begin the category evaluation for Dog Food Can in April 2023. Appointments / presentations will be held on April 4-13, 2023. Appointment requests must be submitted to Cheryl Brown no later than March 31, 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. Cheryl Brown, Merchandising Specialist, at [cheryl.brown@deca.mil](mailto:cheryl.brown@deca.mil) or 804-734-8000 extension 48365.

For: Bonita M. Moffett  
Director of Sales

Attachments:  
As stated

**(Publish 30 Days Prior to Category Review)**

<b>Category:</b>	<b>Dog Food Can</b>
Universe of Items Included (e.g. D/C/G codes) :	03750
Planogram Name / Number*:	03750
<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):	

<b>Category Review Month (MM/YYYY):</b>	April 2023
Date Last Completed (MM/YYYY):	

<b>Category Manager:</b>	Darrell Clary
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<b>Implementation / Scorecard to be Managed by:</b>	Darrell Clary/Cheryl Brown
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<b>Category Role (e.g. Destination, Routine, Convenience) :</b>	Destination
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<b>Marketing Strategy:</b>	
<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):	

<b>Category Objectives:</b>	Increase sales for the category by using retail best practice and optimize variety while meeting customer needs.
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<b>Special Factors/Notes:</b>	Focus on new innovation while maintaining top core sellers.
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*(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)*

<b>Evaluation Criteria:</b>	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	---
K4 (e.g. 12ft)	---
K3 (e.g. 12ft)	16ft, 20ft
K2 (e.g. 12ft)	12ft
K1 (e.g. 8ft)	8ft
Preferred Period Ending for Data (MM/YYYY):	3/16/2023
Preferred Timeframe for Data (e.g 26 Weeks)	52 Weeks/13 Weeks
Data - Geography (e.g. Worldwide, ConUS)	CONUS excluding AK & HI
Primary Ranking of Data (Packages, Dollars)	Dollars/Units/Patron Savings
Secondary Ranking of Data (Packages, Dollars):	ACV
Comparison Retail Market (e.g. All Other Channels**, Remaining	Remaining Market and xAOC

<b>Review Milestones</b>	
NTT Release	March 16, 2023
Vendor Presentations	April 4 – 13, 2023
Results Published	May 15, 2023
New Item Start Date	June 1, 2023
New Items in Distributor by	June 15, 2023
POG's Published	June 20, 2023
Store Resets Start	June 27, 2023

<b>Comments</b>	
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