



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

MPS

March 16, 2023

NOTICE TO THE TRADE – DeCA NOTICE 23-42

SUBJECT: Category Review Notification - Produce Dips

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Produce Dips in April 2023. Appointments / presentations will be held on April 26-28, 2023. Appointment requests must be submitted no later than April 7, 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. Teena Williams, Merchandising Specialist, at Teena-Jeannie.Williams@deca.mil or 804-734-8000 extension 48528 or Ms. Bridget Bennett, Category Manager, at Bridget.Bennett@deca.mil or 804-734-8000 extension 48200.

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):

Produce Dips

7850

Include
 Exclude
 Exclude
 Exclude

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

04/2023

04/2022

Category Manager:

Bridget Bennett

Implementation / Scorecard to be Managed by:

Teena Williams

Category Role (e.g. Destination, Routine, Convenience):

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):

Basket Builder

Please provide a promotional calendar.
 Please provide a promotional calendar.

Target 28% Patron Savings or higher. Target ACV- 15% or higher

Category Objectives:

Increase sales for the category by using retail best practice, marketing and promoting a more healthy lifestyle for the soldier and their family and optimize variety to meet the current customer needs and attract new customers.

Special Factors/Notes:

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

Focus on new innovations while maintaining top sellers and removing poor sellers, and private label

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)

4 ft
 4 ft
 4 ft
 4 ft (over/under)
 4 ft (over/under)

03/2023

52, 26 and 13 Weeks vs YAG

CONUS to include AK, HI and PR - Regional data for regional requests

Dollars/Units

ACV/Patron Savings

AOC

Review Milestones

NTT Release
 Vendor Presentations
 Results Published
 New Item Start Date
 New Items in Distributor by
 POG's Published
 Store Resets Start

March 16, 2023
 April 26-28, 2023
 June 30, 2023
 July 16, 2023
 July 16, 2023
 August 1, 2023
 August 1, 2023

Comments