



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

MPS

April 3, 2023

NOTICE TO THE TRADE – DeCA NOTICE 23-48

SUBJECT: Category Review Notification – Frozen Fruit

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category Review for Frozen Fruit in May 2023. Appointments / electronic presentations will be held between April 24, 2023 – May 12, 2023. Appointment requests / electronic presentations should be submitted no later than April 21, 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 other relevant information.

Questions regarding this evaluation may be directed to Johnny Stewart, Merchandising Specialist, at johnny.stewart@deca.mil or 804-734-8000 extension 48930.

Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Frozen Fruit
Universe of Items Included (e.g. D/C/G codes):	4700
Planogram Name / Number*:	4700
<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
Category Segmentation (if different than D/C/G codes identified above):	

Category Review Month (MM/YYYY):	05/2023
Date Last Completed (MM/YYYY):	04/2022

Category Manager:	Jessica Stables
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Implementation / Scorecard to be Managed by:	Jessica Stables / Johnny Stewart
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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)	N/A
K4 (e.g. 12ft)	N/A
K3 (e.g. 12ft)	3 Doors
K2 (e.g. 12ft)	N/A
K1 (e.g. 8ft)	1 Door
Preferred Period Ending for Data (MM/YYYY):	04/2023
Preferred Timeframe for Data (e.g 26 Weeks)	52 Weeks
Data - Geography (e.g. Worldwide, ConUS)	CONUS excluding AK & HI
Primary Ranking of Data (Packages, Dollars)	Patron Savings/Dollars/Units
Secondary Ranking of Data (Packages, Dollars):	ACV
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	Remaining Market and xAOC

Review Milestones

NTT Release	4/3/2023
Vendor Presentations	4/24/2023 - 5/12/2023
Results Published	6/12/2023
New Item Start Date	7/7/2023
New Items in Distributor by	7/17/2023
POG's Published	7/22/2023
Store Resets Start	7/25/2023

Comments	
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