



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

MPS

April 3, 2023

NOTICE TO THE TRADE – DeCA NOTICE 23-50

SUBJECT: Category Review Notification – Butter / Margarine

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Butter and Margarine in May 2023. Electronic presentations will be reviewed between May 1-31, 2023 and should be submitted no later than May 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 evaluated, category evaluation objectives, and other relevant information.

Please direct any presentation inquiries to Ms. Jennifer Baker, Merchandising Specialist, at [jennifer.baker@deca.mil](mailto:jennifer.baker@deca.mil) or (804) 734-8000 extension 86338.

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):

Chilled Butter/Margarine/Spreads

01450

01450

Include

Include

Include

Include

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

Date Last Completed (MM/YYYY):

May 2023

2021

**Category Manager:**

Jessica Stables

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

Jessica Stables/Jennifer Baker

**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 practices and optimize variety while meeting pack out.

**Special Factors/Notes:**

Focus on patron savings while offering a relevant product assortment to include the right balance of present top sellers and current market trends.

(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)

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8 ft +

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4 ft +

April 2023

52 Weeks

CONUS excluding AK & HI

Dollars/Units

ACV/Patron Savings

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

4/1/23

5/1/23- 5/31/23

6/17/23

7/16/23

7/16/23

7/22/23

8/1/2023

**Comments**