



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

MPS

April 17, 2023

NOTICE TO THE TRADE – DeCA NOTICE 23-51

SUBJECT: Category Review Notification – Sugar, Sugar Substitute, and Confectionery

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Sugar, Sugar Substitute, and Confectionery in May 2023. Appointments / presentations will be held on May 15-19, 2023. Appointment requests must be submitted no later than May 1, 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 Mr. Daniel Kinstetter, Merchandising Specialist, at daniel.kinstetter@deca.mil or 804-734-8000 extension 48139.

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):

Sugar and Sugar Subs & Confectionery
 09450 & 09500
 Exclude
 Exclude
 Exclude
 Exclude

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

05/2023
 07/2009

Category Manager:

Iveena Henderson

Implementation / Scorecard to be Managed by:

Daniel Kinstetter/Iveena Henderson

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

Basket Builder

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 while performing SKU optimization and reducing duplicate sizes.

Special Factors/Notes:

Focus on new innovation while maintaining top sellers. Conduct pricing discussions

(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)

12 ft +
 8 ft
 4ft
 04/2023
 4, 13, 26 and 52 Weeks
 CONUS
 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

April 17, 2023
 May 15-19, 2023
 June 5, 2023
 June 19, 2023
 July 19, 2023
 July 24, 2023
 July 31, 2023

Comments