



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

MPS

May 1, 2023

NOTICE TO THE TRADE – DeCA NOTICE 23-54

SUBJECT: Category Review Notification- Seafood, Non-Frozen and Tray Pack

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category review for Seafood, Non-frozen and Tray Pack in June 2023. Appointments / presentations will be held from June 15-30. Appointment requests must be submitted no later than June 5, 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 categories to be reviewed, category review objectives, and relevant information.

Questions regarding this review and appointment requests may be directed to Ms. Brie Crum, Merchandising Specialist, at brie.crum@deca.mil or 804-734-8000 extension 48288 or Ms. Bridget Bennett, Category Manager at Bridget.Bennett@deca.mil or 804-734-800 extension 48200.

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Date: 2023.04.21 16:20:23 -04'00'

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):

Seafood Non-frozen/Tray Pack in Meat Dept

TBD

Include
 Exclude
 Include
 Exclude

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

June 2023

NA

Category Manager:

Bridget Bennett

Implementation / Scorecard to be Managed by:

Brie Crum

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

Routine

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):

Please provide a promotional calendar with the number of promotions offered
 Please provide a promotional calendar which highlights seasonal specific promotions
Quarterly Road Show schedule with support for K3-K5 These presentations will require routine Road Shows in smaller stores as determined by DeCA
 Target 25% Patron Savings or higher.

Category Objectives:

Increase sales for the category by using retail best practice, marketing and promoting a more healthy lifestyle for the solidier 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...)

NOTE: Please make offer to supply all stores in a regional area where possible. DeCA's focus will be to develop a primary and secondary supplier in all stores while maintaining top sellers and removing poor sellers. Product will be hard coded where applicable (all year) or S coded for Seasonal.

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)

8 ft
 8 ft
 4 ft
 4 ft (over/under)
 4 ft (over/under)
 04/2023
 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

May 1, 2023
 June 15-30, 2023
 July 15 2023
 August 24 2023
 August 29 2023
 September 3 2023
 September 8 2023

Comments

This will be a Guaranteed Sale program. All products should be specific with nomenclature, brand name, etc. (no Miscellaneous or catch of the day). Please provide a plan for hard coded (year round) as well as seasonal items. Pricing will be set to be weekly to facilitate sales, etc.