



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

MPS

May 9, 2023

NOTICE TO THE TRADE – DeCA NOTICE 23-55

SUBJECT: Category Review Notification – Pickles, Relish, and Peppers

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Pickles, Relish, and Peppers in June 2023. Appointments / presentations will be held on June 26-30, 2023. Appointment requests must be submitted no later than June 19, 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. Wendy VanBever, Merchandising Specialist, at [wendy.vanbevers@deca.mil](mailto:wendy.vanbevers@deca.mil) or 804-734-8000 extension 86459.

MOFFETT.BONIT<sup>53</sup> Digitally signed by  
A.M.1147361153 MOFFETT.BONITA.M.11473611  
Date: 2023.05.05 17:03:37 -0400

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):

Pickles, Relish, and Peppers

07550

Include

Exclude

Exclude

Exclude

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

Date Last Completed (MM/YYYY):

05/2020

06/2020

**Category Manager:**

Iveena Henderson

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

Wendy VanBever

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

Traffic Driver

**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):

Increase sales while performing SKU optimization and reducing duplicate sizes.

**Category Objectives:**

**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)

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8, 12, 16, 20ft

4ft

05/2023

4, 13, 26, & 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

May 9, 2023

June 26-30 2023

July 24, 2023

Sept 15, 2023

Sept 16, 2023

Sept 25, 2023

Sept 25, 2023

**Comments**