



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 or 804-734-8000 extension 86459.

MOFFETT.BONIT⁵³ 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:	Pickles, Relish, and Peppers
Universe of Items Included (e.g. D/C/G codes):	07550
Planogram Name / Number*:	
<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):	Exclude
One-time buy/seasonal items (Include / Exclude):	Exclude
Club packs (Include / Exclude):	Exclude
Category Segmentation (if different than D/C/G codes identified above):	
Category Review Month (MM/YYYY):	05/2020
Date Last Completed (MM/YYYY):	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:	
<i>To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:</i>	
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.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
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)	8, 12, 16, 20ft
K1 (e.g. 8ft)	4ft
Preferred Period Ending for Data (MM/YYYY):	05/2023
Preferred Timeframe for Data (e.g. 26 Weeks)	4, 13, 26, & 52 weeks
Data - Geography (e.g. Worldwide, ConUS)	CONUS
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	May 9, 2023
Vendor Presentations	June 26-30 2023
Results Published	July 24, 2023
New Item Start Date	Sept 15, 2023
New Items in Distributor by	Sept 16, 2023
POG's Published	Sept 25, 2023
Store Resets Start	Sept 25, 2023
Comments	