



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

MPS

June 1, 2023

NOTICE TO THE TRADE – DeCA NOTICE 23-61

SUBJECT: Category Review Notification – Dog Treats

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Dog Treats in July, 2023. Appointments / presentations will be held on July 11-18, 2023. Appointment requests must be submitted no later than June 30, 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. Cheryl Brown, Merchandising Specialist, [cheryl.brown@deca.mil](mailto:cheryl.brown@deca.mil) or 804-734-8000 extension 48365.

For: Bonita M. Moffett  
Director of Sales

Attachments:  
As stated

## CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

**Category:**

**Dog Treats**

Universe of Items Included /e.g. DICIG codes):

03850

Planogram Name / Number:

03850

-category definition based on current and previous published planograms (to include items that have been phased out).

Regional items (Include / Exclude):

Include

Optional items (Include / Exclude):

Include

One-time buy/seasonal items /Include / Exclude):

Include

Club packs (Include / Exclude):

Include

Category Segmentation (if different than DICIG codes identified above):

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

**July, 2023**

Date Last Completed (MM/YYYY):

**Category Manager:**

Darrell Clary

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

Darrell Clary / Cheryl Brown

**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 practice, and optimize variety while meeting customer needs.

**Special Factors/Notes:**

Focus on new innovation while maintaining top core sellers.

(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)

16 FT, 20 FT, 24 FT

12 FT

8 FT

4 FT

Preferred Period Ending for Data /MM/YYYY).

6/30/2023

Preferred Timeframe for Data /e.g 26 Weeks)

52 Weeks / 26 Weeks/ 13 Weeks/ 4 Weeks

Data • Geography (e.g. Worldwide, ConUS)

CONUS including AK & HI

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

01 June, 2023

Vendor Presentations

11-18 July, 2023

Results Published

16 August, 2023

New Item Start Date

01 September 2023

New Items in Distributor by

15 September, 2023

POG's Published

15 September, 2023

Store Resets Start

25 September, 2023

**Comments**