

PSM

December 14, 2004

NOTICE TO THE TRADE – DeCA NOTICE 05-31

SUBJECT: Cheese Natural/Processed Category Review

A category review has been completed for natural and processed cheese. Many thanks to our industry partners for providing business updates and working with us to accumulate the necessary data. This review is provided as an attachment for all interested parties.

The goal of the review was to determine the best product assortment by commissary size, taking into consideration national, regional, and local brand name products; space availability; and category growth potential.

The category stock assortment is provided as an attachment for all interested parties, and a summary of K codes is as follows:

K1: 104	K2: 17	K3: 73	K4: 0	K5: 0
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This category review reflects the negotiated stock assortment for the category. Having completed the reclama process all decisions are final. All products are currently being reclassified to conform to this review. Items pending deletion will remain in the system as “P” items for 60 days to allow suppliers time to liquidate residual stock. Suppliers are encouraged to immediately work with regional offices and stores to flush out remaining stock.

Thank you in advance for your participation and cooperation in this endeavor. Point of contact is Mr. Mark S. Arland, Category Manager, at (804) 734-8232.

/s/
Scott E. Simpson
Chief Operating Officer

Attachment:
As stated