

PSM

March 21, 2011

NOTICE TO THE TRADE – DeCA NOTICE 11- 53

SUBJECT: Category Plans

The purpose of this Notice to the Trade (NTT) is to provide the Marketing Business Unit (MBU) category plans to Industry for category reviews that will take place in April, May, and June.

The sole April category plan is “cheese”. Category plans for May are oriental and diapers/training pants. June category plans include pancake mix and syrups, baking mix and baking needs, bags and wraps, national brand vitamins, mixers, and yogurts. All corresponding commodity codes are listed on the attached category plans.

Following the posting of the final category review results, the new planograms will be implemented in all stores within 60 days. Any exception to this requirement must be approved by the applicable Division Chief, Michelle Frost or Brad McMinn.

The 6-month follow-up for category reviews is an extremely important exercise as it provides us a guide as to how the initial review and subsequent planogram implementations/ deployments are fairing. Each category manager will request that the category leader collect critical data from the field. It is the MBU’s expectation that the category leader will provide the requested feedback to the category manager within 3 weeks of the request.

Points of contact for this NTT are:

Ms. Barbara Merriweather, Category Manager, for DSD /Water/Mixers	804.734.8000, extension 4-8861
Mr. Angel Ramos, Category Manager for Edibles	804.734.8000, extension 4-8221
Mr. Bill Wood, Category Manager for Non-edibles	804-734.8000, extension 4-8222
Mr. LaRue Smith, Category Manager for Frozen Chill Meats/Dairy.	804.734-8000, extension 4-8255

//Signed//

Christopher T. Burns
Director of Sales

Attachments:
As stated