

PSM

August 11, 2005

NOTICE TO THE TRADE – DeCA NOTICE 05-136

SUBJECT: Category Review Schedule for January-December 2006

The purpose of this Notice to the Trade is to advise industry of the Marketing Business Unit's (MBU) implementation of a Category Review Schedule effective January-December 2006.

To further our commitment towards category management, the MBU has established a category review schedule for all buyers. This schedule will help us optimize our time, and establish a consistent process that allows DeCA and all industry partners to forecast a review of item presentations, selections, deletions, and planogram revisions in all categories during scheduled months of the year.

The attached list identifies the month each buyer will accept appointments to discuss stock assortment changes to a specified category. Categories not listed will not be formally reviewed; however, to ensure we remain competitive with retail, appointments for truly new and innovative products will be accepted. Otherwise, requests for line extensions and random changes other than file maintenance corrections to the stock assortment should be discussed during the scheduled category review.

Point of contact for this issue is Mr. Delbert L. Myrick, Deputy Director of Sales, at (804) 734-8240.

/s/

Scott E. Simpson  
Chief Operating Officer

Attachment:  
As stated

## Category Review Schedule

### Edible Division:

**Category Manager, Angel Ramos**

**Category Buyer, Charles Hodge**

**Category**

Mustard/Ketchup

Ice Cream Cones & Toppings

Pickles/Relish/Olive

Baking Needs/Nuts & Marshmallows

Powder/Canned & UHT Milk

Sugar Substitute

**Month**

January

February

April

May

June

July

**Category Buyer, Dave Newhart:**

**Category**

Nutritional Snacks: Snack Bar/Granola Bar & Dry Fruit Snacks

Snack Nuts

Pancake Mix & Syrups

Cold Cereal

Popcorn

Candy (Gondola): Chocolate & Non-Chocolate

**Month**

January

March

April

May

June

July

**Category Buyer, Dave Leffert:**

**Category**

Rice

Baked/Pork/Kidney/Pinto & Black Beans

Peanut Butter

Jams/Jellies & Honey

Canned Fish

Soup

Canned Fruit

Dry Potatoes/Stuffing & Breading

Vinegar/Dry Fruit

**Month**

January

March

April

April

May

June

September

October

November

**Category Buyer, Lou Kennedy:**

**Category**

Gourmet

Pasta Sauce and Dry Pasta

Coffee (Whole Bean/Ground/Instant & Specialty)

Tea (Bagged/Instant and Specialty)

Juice (Apple Juice/Blends/NPTV/& Kids)

Mexican/Authentic Mexican & Caribbean

Aseptic

**Month**

January

February

April

April

June

July

September

**Non-Edible Division:**  
**Category Manager, Bill Wood**

**Category Buyer, Marye Carr-Alford**

<b>Category</b>	<b>Month</b>
Shampoo/Conditioner	January
Hair Needs/Ethnic Care	February
Hosiery/Adult Incontinence	March
Laxative/Antacids	March
Feminine Hygiene	April
Deodorant	May
Vitamins	June
Diet/Nutrition	July
First Aid	September
Eye Care	October
Foot Care	November

**Category Buyer, Michael Carter**

<b>Category</b>	<b>Month</b>
Diapers/Baby Wipes	January
Shaving Needs	February
Cough/Cold, Sinus/Allergy, Analgesics	April
Oral Care	June
Skincare	August
Seasonal Sun Care	October
Personal Wash	November
Baby/Formula/Baby Food/Baby Accessories/Needs	December

**Category Buyer, Al Silva**

<b>Category</b>	<b>Month</b>
Floor/Rug & Upholstery Care/Furniture Polish	January
Dish Detergents/Auto Dish/Dish Additives	February
Air Care Products	March
Household Cleaners (Other than GSC)	April
Laundry Detergents/Dry Cleaning Products	July
Bleach/Laundry Care/Fabric Softeners	August
Glass Surface Cleaners/Ammonia	September
Sponges/Soap Pads/Gloves/Metal Polishers	November

**Category Buyer, Linda Callery**

<b>Category</b>	<b>Month</b>
Pet Supplies	January
Cups/Plates/Straws/Flatware	March
Facial Tissue/Paper Napkins/Table Covers	April
Light Bulbs	May
Dry Cat/Can Cat/Kitty Litter	June
Disposable Pans/Tape/Wraps/Foils & Bags	August

Batteries	September
Paper Towels/Cloth/Wipes & Bath Tissue	October
Dry Dog/Can Dog & Pet Treats	November
Insecticides/Rodent Supplies	November

**Chill/Meat & Frozen Food Division:  
Category Manager, Mark Arland**

**Category Buyer, Jon Sanders**

**Category, Deli**

	<b>Month</b>
RFG Lunches	January
Dinner Sausage	March
Luncheon Meat	May
RFG Seafood	June
Breakfast Meats	August
Frankfurters	October

**Category Buyer, Fred Watts**

**Category, Dairy**

	<b>Month</b>
Desserts	January
Flavored Milk/Creams/Creamers	March
Soy /Tofu Products	May
Butter/Margarine	July
Yogurt	August
Juice/Drinks	October
Cheese Natural/Cheese Processed	November

**Category Buyer, Larue Smith**

**Category, Frozen**

	<b>Month</b>
Ice Cream/Novelties	January
Bread Dough	March
Desserts	April
Dinners and Entrees	May
Vegetables	July
Seafood	August
Potatoes/Onions	October

**Local Buying Division:**

**Category Manager, Alan Flowers**

	<b>Month</b>
Water/Bulk/Sparkling/Flavored	January
Cocktail Mixers	February
New Age Beverages/Energy Drinks/RTD Coffee and Tea	February
Carbonated Soft Drinks	March
Dry Beans	April
Potato Chips/Pretzels/Tortilla Chips	May

Specialty Crackers  
Bakery Snacks/Pastry/Donuts  
Fresh Bread/Rolls/Buns/Muffins  
Cookies/Crackers  
Tray Pack Single Cookies and Crackers

June  
July  
August  
September

**Deli/Bakery/Seafood Buying Division**  
**Category Manager, Max Goldfarb**  
**Category**  
Home Meal Replacement (HMR)

**Month**  
January