NOTICE TO THE TRADE - DeCA NOTICE 16-116

SUBJECT: Category Review Notification - Beverages (Coffee)

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will conduct a Coffee category review beginning in September. The attached template identifies the commodity codes to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Mr. Darrell Clary at, darrell.clary@deca.mil or, 804-734-8000, extension 4-8866.

Tracie L. Russ
Director, Sales
**CATEGORY PLAN**

**Category:**
- Universe of Items Included (e.g. D/C/G codes):
  - Coffee - Kcups, creamers, Instant

**Planogram Name / Number**:
- *Category definition based on current and previous published planograms (to include items that have been phased out).*

**Regional items** (Include / Exclude):
- Included

**Optional items** (Include / Exclude):
- Excluded

**One-time buyseasonal items** (Include / Exclude):
- Excluded

**Club packs** (Include / Exclude):
- Included

**Category Segmentation** (if different than D/C/G codes identified above):

**Category Review Month (MM/YYYY):**
- Sept 2016

**Date Last Completed (MM/YYYY):**
- UNKNOWN

**Category Manager:**
- Darrell J. Clary

**Implementation / Scorecard to be Managed by:**
- Lisa Owens, Merchandise Specialist

**Category Role** *(e.g. Destination, Routine, Convenience):* Routine

**Marketing Strategy:**
- TO BE DETERMINED
- YES
- MANDATE

**Category Objectives:**
- Update POG to reflect current trends, maximize strength reduce underperformers, achieve better COG (cost of goods)

**Special Factors/Notes:**
- Business item line review covering performance data showing DeCA CONUS vs XAOC, FY (2015) 52 week & current 26 weeks. Also bring all promotion proposals to review appointment. Be prepared for item by item review.

**Evaluation Criteria:**
- Current Category POG Size (in Linear Feet):
  - Coffee - Kcups, creamers, instant
  - Varies between 3 different POGs
  - 12', 8', 24'
  - 8', 8', 20'
  - 8', 4', 12'
  - 4', 4', 8'

- Preferred Period Ending for Data (MM/YYYY):
  - FY 2015(52 weeks) & current 26 weeks

- Preferred Timeframe for Data (e.g 26 Weeks):
  - Conus

- Data - Geography *(e.g. Worldwide, ConUS)*
  - Dollars

- Primary Ranking of Data *(Packages, Dollars)*
  - Packages

- Secondary Ranking of Data *(Packages, Dollars)*
  - HM & AOC

9/12/2016