NOTICE TO THE TRADE - DeCA NOTICE 16-64

SUBJECT: Category Review Notification - Butter, Margarine, Spread

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will conduct a butter/margarine and spread category review beginning in April. The attached template identifies the commodity codes to be reviewed, category review objectives, and relevant information. We would like to request that any new item 40-15s be sent prior to meetings as well as request all presentations be made utilizing the monitor in the vendor room rather than paper copies.

Questions regarding this review may be directed to Mr. Steven Villeneuve at, steven.villeneuve@deca.mil or, 804-734-8000, extension 4-8495.

RUSS.TRACIE, L.1109982578
Tracie L. Russ
Director, Sales
<table>
<thead>
<tr>
<th>Category: Butter/Margarine and Spread</th>
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<tr>
<td><strong>Universe of Items Included</strong> (e.g. D/C/G codes): 2931</td>
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**Category Review Month (MM/YYYY): April 2016**

**Category Manager: Steve Villeneuve**

**Implementation / Scorecard to be Managed by: Jessica Stables, Merchandising Specialist**

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

**Marketing Strategy:**
- **Number of Promotions Per Year:** up to 12
- **Seasonal Promotions?:** NA
- **Theme Event?:** NA
- **Method (i.e. Mandate):** NA

**Category Objectives:**
- The object of this review is to get new innovation as well as correct any SKU inefficiencies.

**Special Factors/Notes:**
- Please submit 40/15s electronically prior to meeting.
- All appointment presentations please use monitor to present.

**Evaluation Criteria:**
- **Current Category POG Size (in Linear Feet):**
  - K5 (e.g. 120/32)
  - K4 (e.g. 120/32)
  - K3 (e.g. 120/32)
  - K2 (e.g. 120/20)
  - K1 (e.g. 80/16)
- **Preferred Period Ending for Data (MM/YYYY):** 3/31/2016
- **Preferred Timeframe for Data (e.g. 26 Weeks):** 25 weeks
- **Data - Geography (e.g. Worldwide, ConUS):** CONUS ex AL & HI
- **Primary Ranking of Data (Packages, Dollars):** Units and Dollars
- **Secondary Ranking of Data (Packages, Dollars):** NA
- **Comparison Retail Market (e.g. All Other Channels**, Remaining Markets):** HM