NOTICE TO THE TRADE – DeCA NOTICE 16-79

SUBJECT: Category Review Notification - Salad Dressings, Mayo, Croutons

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

Questions regarding this review may be directed to Ms. Barbara Merriweather at barbara.merriweather@deca.mil or 804-734-8000, extension 4-8861, or Mr. Alex Waldon at alex.waldon@deca.mil or 804-734-8000, extension 4-8684.

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

(Publish 30 Days Prior to Category Review)

**Category:**
Liquid and Dry Salad Dressings, Salad Toppings, Croutons, Mayonnaise, and Sandwich Spreads

**Universe of Items Included (e.g. D/C/G codes):**
- 0020, 0021, 0022, 0023, 0024, 0025, 0026, 0027, 0028

**Planogram Name / Number:**
- Liquid/Dry/Salad Dressings/Mayo/Croutons

*Category definition based on current and previous published planograms (to include items that have been phased out).*

**Regional Items (Include / Exclude):**
- Exclude

**Optional Items (Include / Exclude):**
- NA

**One-time buy/seasonal items (Include / Exclude):**
- Exclude

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

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

**Category Review Month (MM/YYYY):**
- mid-July - August 2016 (presentations accepted 6/13 - 7/22)

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

**Category Manager:**
- Barbara Merriweather

**Implementation / Scorecard to be Managed by:**
- Alex Waldon, Merchandising Specialist

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

**Marketing Strategy:**
- To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:

  - Number of Promotions Per Year:
  - Seasonal Promotions?:
  - Theme Event?:
  - Method (i.e. Mandate):

**Category Objectives:**
- The object of this review is to add new innovation and reduce the overall SKU count. Downsizing of SKUs will be accomplished by removing excessive flavor and size offerings (i.e. 8 brands of ranch dressing available in 5 sizes).

  *(Examples of Objectives - Increase/Decrease # of SKU's, Increase/Decrease Linear Footage of Section, Streamline Assortment, Increase/Decrease # of Promotions, Evaluate New Item Proposals, Plan for Trends and retail best practices, prioritize space for high velocity items, meet minimal pack out)*

**Special Factors/Notes:**
- All presentations will be limited to 30 minutes. All 40-15s should be submitted electronically prior to the meeting. Order of items on all 40-15s will be assumed as prioritized.

  *(Examples - Focus on emerging category trends, new item introductions, consumer segmentation…)*

**Evaluation Criteria:**

<table>
<thead>
<tr>
<th>Current Category POG Size (in Linear Feet):</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>K5 (e.g. 12ft)32</td>
<td>20 ft.</td>
</tr>
<tr>
<td>K4 (e.g. 12ft)32</td>
<td>20 ft.</td>
</tr>
<tr>
<td>K3 (e.g. 12ft)32</td>
<td>20 ft.</td>
</tr>
<tr>
<td>K2 (e.g. 12ft)30</td>
<td>16 ft.</td>
</tr>
<tr>
<td>K1 (e.g. 8ft)16</td>
<td>8 ft.</td>
</tr>
</tbody>
</table>

| Preferred Timeframe for Data (e.g. 26 Weeks) | 26 weeks |
| Data - Geography (e.g. Worldwide, ConUS) | CONUS ex AL & HI |
| Primary Ranking of Data (Packages, Dollars) | Units and Dollars (% Chg vs Prev & % Chg vs YAG) |
| Secondary Ranking of Data (Packages, Dollars): | Patron Savings |
| Comparison Retail Market (e.g. All Other Channels**, Remaining Markets) | Stock Assortment vs RM, Patron Savings vs XAOC |