

MPS

December 3, 2011

NOTICE TO THE TRADE – DeCA NOTICE 12-11

SUBJECT: Category Review Schedule – 2012

The purpose of this Notice to the Trade is to provide our industry partners with the approved Sales Directorate category review schedule for both Semi-Perishable and Perishable Divisions applicable to calendar year 2012. The attached schedule was developed in collaboration with the American Logistics Association (ALA) and the Commissary Council Category Management Committee. All feedback received was carefully considered and greatly appreciated in our concentrated efforts to prioritize the review of those categories that will yield the greatest impact towards increasing sales and sustaining patron savings across all product categories.

A category review template will be provided in advance of each scheduled category review. The template will consist of seven tabs: Process, Review-Plan, Category/Segment Overview, Total Brands, Brands by Segment, UPC Rank, and Post Review. The intent of the template is to identify category plan strategies and standardize the review process and the data presented to the category buyer and manager in line with what is needed to make decisions. The category managers are responsible for completing the review plan. It is our intent to notify Industry separately through a Notice to the Trade at least 60 days in advance of each category review. The category review templates for the months of January and February 2012 will be forthcoming soon since we are now beyond the 60 day lead time. Once notified, industry is strongly encouraged to complete and present spreadsheets under the category-segment overview, the total brands, the brands by segment, and the UPC rank to the buyer in preparation for the actual review. A schedule of post review notice and implementation is also provided as part of the attachment.

If you have any questions, concerns or comments regarding the schedule, please feel free to contact Ms. Joyce Chandler, Chief, Semi-Perishable Division. Ms. Chandler can be reached at (804) 734-8000, extension 4-8238.

//signed//
Christopher T. Burns
Director of Sales

Attachment:
As stated