

MPSS

March 16, 2012

NOTICE TO THE TRADE – DeCA NOTICE 12-61

SUBJECT: Category Plans (May and June 2012 Category Review Templates)

Reference: Notice to the Trade 12-11, DeCA MPS, December 2, 2011, Subject: Category Review Schedule.

The purpose of this Notice to the Trade (NTT) is to provide the category plans to Industry for the category reviews that will be conducted by the assigned category buyers within the Sales, Marketing and Policy Group (Semi-Perishable and Perishable Divisions) during the months of May and June 2012.

The scheduled category reviews for May include plans for Canned Vegetables, Hair Care, Chilled Juice/Drinks, and Dish Cleaner. The scheduled category reviews for June include Nutritional Snacks, (Granola Bars, Dried Fruit Snacks), Paper Towels, Cookies/Crackers, and Frozen Pizza.

Points of contact for this NTT are Ms. Barbara Merriweather, Category Lead for Edibles 804-734-8000, extension 4-8861, Mr. Lou Kennedy, Category Lead for Chill/Frozen, 804-734-8000, extension 4-8232, Mr. LaRue Smith, Category Lead for Non-Edibles 804-734-8000, extension 4-8255 and Mr. Bill Wood, Category Lead for Direct Store Delivery (DSD), Local, and Confections, 804-734-8000, extension 4-8222.

//signed//

Christopher T. Burns  
Director of Sales

Attachments  
As stated