



IN REPLY
REFER TO

DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

MPS

January 13, 2015

NOTICE TO THE TRADE – DeCA NOTICE 15-16

SUBJECT: Category Review Notification – Ice Cream and Novelty

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will conduct an Ice Cream and Novelty category review beginning in February. 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. Iveena Henderson at, iveena.henderson@deca.mil or, 804-734-8000, extension 8-6127.



Tracie L. Russ
Director, Sales

CATEGORY PLAN

(Publish Prior to Category Review)

Category:

Universe of Items Included (e.g. D/C/G codes):

Novelty

3635

Planogram Name / Number*:

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

Regional items (Include / Exclude):

Include

Optional items (Include / Exclude):

Exclude

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):

Date Last Completed (MM/YYYY):

02/2014

Category Manager:

Walker/Henderson

Implementation / Scorecard to be Managed by:

Henderson

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):

EDLP and Mandate ?

Category Objectives:

New items/Trends/Prioritize Space/Decrease SKUs

Special Factors/Notes:

Create a K3 POG

Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K5 (e.g. 12ft)

25 ft

K4 (e.g. 12ft)

25 ft

K3 (e.g. 12ft)

25 ft

K2 (e.g. 12ft)

12.5 ft

K1 (e.g. 8ft)

10 ft

Preferred Period Ending for Data (MM/YYYY):

12/2014

Preferred Timeframe for Data (e.g. 52 Weeks)

52 weeks

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

DeCA Conus

Primary Ranking of Data (Packages, Dollars)

Packages

Secondary Ranking of Data (Packages, Dollars):

Dollars

Comparison Retail Market (e.g. Total US Food, Key Retailers):

Total US Food

CATEGORY PLAN

(Publish Prior to Category Review)

Category:	Ice Cream
Universe of Items Included (e.g. D/C/G codes):	3633, 3636, 3638
Planogram Name / Number*:	
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (Include / Exclude):	Include
Optional items (Include / Exclude):	Exclude
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):	
Date Last Completed (MM/YYYY):	02/2014
Category Manager:	Walker/Henderson
Implementation / Scorecard to be Managed by:	Henderson
Category Role (e.g. Destination, Routine, Convenience):	Routine
Marketing Strategy:	
<i>To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:</i>	
Number of Promotions Per Year:	
Seasonal Promotions?:	
Theme Event?	
Method (i.e. Mandate):	EDLP and Mandate
Category Objectives:	New items/Trends/Prioritize Space/Decrease SKUs
Special Factors/Notes:	Trends/Innovation
Evaluation Criteria:	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	30/32.5 ft (with or w/o Blue Bell)
K4 (e.g. 12ft)	30/32.5 ft (with or w/o Blue Bell)
K3 (e.g. 12ft)	30/32.5 ft (with or w/o Blue Bell)
K2 (e.g. 12ft)	17.5 ft
K1 (e.g. 8ft)	15 ft
Preferred Period Ending for Data (MM/YYYY):	12/2014
Preferred Timeframe for Data (e.g 52 Weeks)	52 weeks
Data - Geography (e.g. Worldwide, ConUS)	DeCA Conus
Primary Ranking of Data (Packages, Dollars)	Packages
Secondary Ranking of Data (Packages, Dollars):	Dollars
Comparison Retail Market (e.g. Total US Food, Key Retailers):	Total US Food