



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 15-17

SUBJECT: Category Review Notification – Frozen International

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will conduct an International Frozen category review beginning in March. 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](mailto:iveena.henderson@deca.mil) or, 804-734-8000, extension 8-6127.

A handwritten signature in cursive script, reading "Tracie L. Russ", is positioned above the printed name and title.

Tracie L. Russ  
Director, Sales

## CATEGORY PLAN

( Publish 30 Days Prior to Category Review)

<b>Category:</b>	
Universe of Items Included (e.g. D/C/G codes):	3676, 3678, 3679, 3689
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):	
<b>Category Review Month (MM/YYYY):</b>	
Date Last Completed (MM/YYYY):	07/2013
<b>Category Manager:</b>	Walker/Henderson
<b>Implementation / Scorecard to be Managed by:</b>	Henderson
<b>Category Role (e.g. Destination, Routine, Convenience):</b>	Routine
<b>Marketing Strategy:</b>	
<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
<b>Category Objectives:</b>	Streamline assortment, evaluate new item presentations, plan for trends and retail best practices, prioritize space for high velocity items, decrease SKU's and increase pack out/days of supply.
<b>Special Factors/Notes:</b>	Review previous decisions made to place items in international from prepared meals.
<b>Evaluation Criteria:</b>	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	22.5 ft
K4 (e.g. 12ft)	22.5 ft
K3 (e.g. 12ft)	17.5 ft
K2 (e.g. 12ft)	12.5 ft
K1 (e.g. 8ft)	7.5 ft
Preferred Period Ending for Data (MM/YYYY):	12/2014
Preferred Timeframe for Data	52 weeks
Data - Geography	DeCA Conus
Primary Ranking of Data	Packages
Secondary Ranking of Data	Dollars
Comparison Retail Market	Total US Food