



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

IN REPLY
REFER TO

MPS

NOTICE TO THE TRADE – DECA NOTICE 15-48

APR - 1 2015

SUBJECT: Category Review Notification – Shredded Cheese

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will be conduct a category review of the category referenced above beginning on April 20 2015. The attached template identifies the commodity codes to be reviewed, category objectives and relevant information.

Questions regarding this review may be directed to Mr. Steven Villeneuve at steven.villeneuve@deca.mil or 804-734-8000 x 48495

for Tracie L. Russ
Tracie L. Russ
Director, Sales

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:

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

Planogram Name / Number*:

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

Regional items (Include / Exclude):

Optional items (Include / Exclude):

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

Club packs (Include / Exclude):

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

Shredded Cheese

2930

Shredded Cheese/Cheese

Included

Included

Excluded

Included

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

02/2014

Category Manager:

Steven Villeneuve

Implementation / Scorecard to be Managed by:

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:

Realignment of pegs - preparation for stand up pouch. Streamline assortment, reallocate space to meet sales demands.

(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:

Preparing category to meet emerging trends.

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

Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K5 (e.g. 12ft)

K4 (e.g. 12ft)

K3 (e.g. 12ft)

K2 (e.g. 12ft)

K1 (e.g. 8ft)

Preferred Period Ending for Data (MM/YYYY):

Preferred Timeframe for Data (e.g. 26 Weeks)

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

Primary Ranking of Data (Packages, Dollars)

Secondary Ranking of Data (Packages, Dollars):

Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)

K3-5 = 12ft

K2 = 8 bars

K1 = 6 bars

26 weeks

CONUS ex AK & HI

Packages/Dollars

Packages/Dollars PPD

RM & XAOC