



IN REPLY
REFER TO

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

MPS

July 14, 2015

NOTICE TO THE TRADE – DeCA NOTICE 15-71

SUBJECT: Category Review Notification – General Health Foods

This Notice to the Trade is to formally notify Industry the Sales Directorate will be conducting a category review of our assortment of General Health Foods. Industry members with new innovative items are encouraged to submit their presentations, annual promotion and marketing plans, consumer decision trees, and assortment recommendations electronically to Mr. Jon Sanders not later than October 15, 2015. A listing of the department commodity codes to be reviewed is attached for your information.

Our objective for this review is to:

- Ensure our customers have the right selection of items to meet their needs, are receiving the best possible pricing, can quickly find the products they want on the shelf, and will find the right mix of items on display when they shop our stores
- Ensure Industry members have the opportunity to present their promotion plans for 2016, new item introductions and innovations, consumer insights, and strategies to drive sales and surpass our customers' expectations.

If there are any questions or concerns, please contact Mr. Jon Sanders, Category Manager, at jon.sanders@deca.mil or (804) 734-8000, extension 48234.

Tracie L. Russ
Director, Sales

Attachment
As stated

CATEGORY PLAN
(Publish 30 Days Prior to Category Review)

Category:	General Health Foods
Universe of Items Included (e.g. D/C/G codes):	0140, 0139
Planogram Name / Number*:	General Health/Living Well
<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):	Include
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 segmentation will be based on consumer decision tree data and industry best practices.
Category Review Month (MM/YYYY):	N/A
Date Last Completed (MM/YYYY):	
Category Manager:	Jon Sanders
Implementation / Scorecard to be Managed by:	Jon Sanders
Category Role (e.g. Destination, Routine, Convenience) :	Destination
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):	
Category Objectives:	Plan for emerging trends
<i>New Item Proposals, Plan for Trends and retail best practices, prioritize space for high velocity items, meet minimal pack out)</i>	
Special Factors/Notes:	Industry should provide information on each items role in the category. As an example organic, gluten free, etc.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
Evaluation Criteria:	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	16
K4 (e.g. 12ft)	16
K3 (e.g. 12ft)	12
K2 (e.g. 12ft)	8
K1 (e.g. 8ft)	4
Preferred Period Ending for Data (MM/YYYY):	September 2015
Preferred Timeframe for Data (e.g. 26 Weeks)	26 weeks
Data - Geography (e.g. Worldwide, ConUS)	Conus
Primary Ranking of Data (Packages, Dollars)	packages
Secondary Ranking of Data (Packages, Dollars):	dollars
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	Stock assortment RM, Patron Savings AOC