



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 15-72

SUBJECT: Category Review Notification – Rice and Dried Beans

This Notice to the Trade is to formally notify Industry the Sales Directorate will be conducting a category review of our dried rice and dried bean assortment. 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 August 31, 2015. A listing of the department commodity codes to be reviewed is attached for your information.

Our objective is to ensure we have the right selection of items to meet our customers' needs, are utilizing the available promotional funds effectively by promoting the right mix of products during key points throughout the year, and effectively merchandising the entire assortment of products on the shelf.

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:

Universe of Items Included (e.g. D/C/G codes):	Dried Rice and Dried Beans
Planogram Name / Number*:	0111, 0112, 0113, 0114, 0115, Beans Dry and Rice Dry/Flavored
<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):	Include
Club packs (Include / Exclude):	Include
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):

Date Last Completed (MM/YYYY):	N/A
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Category Manager:

Jon Sanders

Implementation / Scorecard to be Managed by:

Jon Sanders

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:

Prioritize space for high velocity items, decrease number of sku's
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(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:

Consumer segmentation

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

Evaluation Criteria:

Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	28
K4 (e.g. 12ft)	28
K3 (e.g. 12ft)	20
K2 (e.g. 12ft)	16
K1 (e.g. 8ft)	12
Preferred Period Ending for Data (MM/YYYY):	July 2015
Preferred Timeframe for Data (e.g. 26 Weeks)	52 weeks
Data - Geography (e.g. Worldwide, ConUS)	Conus
Primary Ranking of Data (Packages, Dollars)	packages
Secondary Ranking of Data (Packages, Dollars):	
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	Stock assortment RM, Patron Savings AOC