



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 15-73

SUBJECT: Category Review Notification – Mainstream & Authentic Mexican & Puerto Rican

This Notice to the Trade is to formally notify Industry the Sales Directorate will be conducting a category review of our assortment of mainstream and authentic foods for our Hispanic and Puerto Rican category. 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 September 31, 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 customer's expectations.

If there are any questions or concerns, please contact Mr. Jon Sanders, Category Manager, at [jon.sanders@deca.mil](mailto: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 )**

<b>Category:</b>	<b>Mainstream &amp; Authentic Mexican and Puerto Rican</b>
Universe of Items Included (e.g. D/C/G codes):	0496,0497,0500, 0493
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):	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.
<b>Category Review Month (MM/YYYY):</b>	<b>N/A</b>
Date Last Completed (MM/YYYY):	
<b>Category Manager:</b>	Jon Sanders
<b>Implementation / Scorecard to be Managed by:</b>	Jon Sanders
<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):	
<b>Category Objectives:</b>	Ensure adequate regional brand preference
<i>New Item Proposals, Plan for Trends and retail best practices, prioritize space for high velocity items, meet minimal pack out)</i>	
<b>Special Factors/Notes:</b>	Focus on best regional brands and items by marketing area. Midwest and Southwest markets will be one marketing area. Northwest, Central, Southern, and Northwest will be one marketing area.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
<b>Evaluation Criteria:</b>	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	28
K4 (e.g. 12ft)	28
K3 (e.g. 12ft)	24
K2 (e.g. 12ft)	16
K1 (e.g. 8ft)	8
Preferred Period Ending for Data (MM/YYYY):	August 2015
Preferred Timeframe for Data (e.g. 26 Weeks)	26 weeks
Data - Geography (e.g. Worldwide, ConUS)	See special factors
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