



IN REPLY  
REFER TO

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

MPS

July 31, 2015

NOTICE TO THE TRADE—DeCA NOTICE 15-82

SUBJECT: Category Review Notification-Flavored Milk & Creamers

This purpose of this Notice to the Trade is to formally notify Industry the Sales Directorate will be conducting a category review of our assortment of Flavored Milk and Creamers. 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. Steven Villeneuve not later than August 30, 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. Steven Villeneuve, Dairy Category Manager, at [steven.villeneuve@deca.mil](mailto:steven.villeneuve@deca.mil) or (804) 734-8000 extension 48495.

Tracie L. Russ  
Director, Sales

Attachment(s)  
As stated

## CATEGORY PLAN

( Publish 30 Days Prior to Category Review)

**Category:**

Universe of Items Included (e.g. D/C/G codes):  
Planogram Name / Number\*:

**Flavored Milk, Creamers**  
2937, 2949, 2954, 2968  
Flavored Milk Creamers

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

Regional items (Include / Exclude): NA  
Optional items (Include / Exclude): NA  
One-time buy/seasonal items (Include / Exclude): NA  
Club packs (Include / Exclude): NA

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

**Category Review Month (MM/YYYY):**

Date Last Completed (MM/YYYY):

08/2014

**Category Manager:**

Steven Villeneuve

**Implementation / Scorecard to be Managed by:**

**Category Role (e.g. Destination, Routine, Convenience):**

Destination / 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: up to 10  
Seasonal Promotions?: NA  
Theme Event? NA  
Method (i.e. Mandate): NA

**Category Objectives:**

Maximize POG potential while adding new innovation. Ensure days of supply are adequate to keep product in stock throughout the business day.

(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:**

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

**Evaluation Criteria:**

Current Category POG Size (in Linear Feet):

K5 (e.g. 12ft) K3-5 = 16ft  
K4 (e.g. 12ft)  
K3 (e.g. 12ft)  
K2 (e.g. 12ft) K1-2 = 8ft  
K1 (e.g. 8ft)

Preferred Period Ending for Data (MM/YYYY):

07/2015

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

26 weeks

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

CONUS ex AK/HI

Primary Ranking of Data (Packages, Dollars)

pk/dol/PS

Secondary Ranking of Data (Packages, Dollars):

uppd

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

RM