



IN REPLY  
REFER TO

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

MPS

August 14, 2015

NOTICE TO THE TRADE - DeCA NOTICE 15-94

SUBJECT: Category Review Notification – Water/Water Filtration

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will conduct a Water and Water Filtration category review beginning in October. The attached template identifies the commodity codes to be reviewed, category review objectives, and relevant information.

If there are any questions or concerns, please contact Ms. Lisa Owens at, [lisa.owens@deca.mil](mailto:lisa.owens@deca.mil) or, 804-734-8000, extension 4-8181.

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):

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):

**Water and Water Filtration**

0719, 0721

9750

Included - M and R codes

Included - S codes

Excluded

Included

Water - Filtered/Mainstream, Spring and Premium

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

Date Last Completed (MM/YYYY):

10/2015

**Category Manager:**

Michelle Frost

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

Lisa Owens

**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):

TBD

Yes

EDLP/Annual Water Program

NA

**Category Objectives:**

SKU Optimization, Update based on trends and retail best practices, Reduce the number of planograms from 24 down to 4.

**Special Factors/Notes:**

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

Business item line review covering performance data showing DeCA Conus vs RM and AOC, 52 week & current 26 week ending August 31, 2015. Savings will be against AOC, Regional and DSD waters are included in review.

**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)

Water/Filtration

20'

20'

16'

12'

8'

August 31, 2015

52 weeks & 26 weeks

Conus

Packages

Dollars

RM/AOC