



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

IN REPLY
REFER TO

MPS

September 24, 2015

NOTICE TO THE TRADE - DeCA NOTICE 15-101

SUBJECT: Category Review Notification-Yogurt

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

Questions regarding this review may be directed to Mr. Steve Villeneuve at, steven.villeneuve@deca.mil or, 804-734-8000, extension 4-8495.

Tracie L. Russ
Director, Sales

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	YOGURT
Universe of Items Included (e.g. D/C/G codes):	2969, 2967, 2963, 2941
Planogram Name / Number*:	Yogurt
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
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):	09/2014
Category Manager:	Steven Villeneuve
Implementation / Scorecard to be Managed by:	
Category Role (e.g. Destination, Routine, Convenience):	Destination / Routine
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:	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.
<i>(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)</i>	
Special Factors/Notes:	
<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)	24ft
K4 (e.g. 12ft)	24ft
K3 (e.g. 12ft)	20ft
K2 (e.g. 12ft)	12ft
K1 (e.g. 8ft)	12ft
Preferred Period Ending for Data (MM/YYYY):	08/2015
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