



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

IN REPLY  
REFER TO

MPS

June 5, 2018

NOTICE TO THE TRADE - DeCA NOTICE 18-42

SUBJECT: Category Review Notification

The purpose of this notice is to advise Industry the Sales Directorate will begin reviews on the following categories in June 2018: Isotonics; Premium/Coconut Water; Sparkling Water; Still Water; Kids and Aseptic Juice; and Apple Juice.

The attached template identifies the categories to be reviewed, category review objectives, and relevant information.

Questions regarding these reviews may be directed to Mr. Darrell Clary, Category Manager, at [darrell.clary@deca.mil](mailto:darrell.clary@deca.mil) or 804-734-8000, extension 4-8866.

Tracie L. Russ  
Director, Sales

## CATEGORY PLAN

( Publish 30 Days Prior to Category Review)

**Category:**

Universe of Items Included (e.g. D/C/G codes):

ISOTONICS, PREMIUM/COCONUT WATER, SPARKLING WATER, WATER, KIDS AND ASEPTIC JUICE, APPLE JUICE

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):

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

JUN/2018

Date Last Completed (MM/YYYY):

**Category Manager:**

DARRELL CLARY

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

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

**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:**

CONTINUE TO DRIVE CATEGORY GROWTH THROUGH PRINCIPLES OF CATEGORY MANAGEMENT

*(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:**

SALE, TURNS, ROI, INNOVATIONS

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

**Evaluation Criteria:**

Current Category POG Size (in Linear Feet):

VARIES

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):

52 WEEKS ENDING MAY 31, 2018

Preferred Timeframe for Data (e.g 26 Weeks)

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

WORLDWIDE

Primary Ranking of Data (Packages, Dollars)

Secondary Ranking of Data (Packages, Dollars):

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

AOC