



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

IN REPLY
REFER TO

MPS

August 16, 2018

NOTICE TO THE TRADE - DeCA NOTICE 18-58

SUBJECT: Category Review Notification – Dog & Cat – Food & Treats

The purpose of this notice is to advise Industry the Sales Directorate will begin reviews on the following categories September 17, 2018: Dog Food Dry, Dog Food Canned, Dog Treats, Cat Food Dry, and Cat Food Canned/Treats.

The attached templates identify the categories to be reviewed, category review objectives and relevant information.

Questions regarding this review may be directed to Ms. Rena Dial, Category Manager, at rena.dial@deca.mil; or 804-734-8000 extension 4-8014, or Ms. Cheryl Brown, Merchandising Specialist, at cheryl.brown@deca.mil, or extension 4-8265.

Tracie L. Russ

Tracie L. Russ
Director, Sales

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Pet Can Dog Food
Universe of Items Included (e.g. D/C/G codes):	
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):	Exclude
Optional items (Include / Exclude):	Exclude
One-time buy/seasonal items (Include / Exclude):	Exclude
Club packs (Include / Exclude):	Include
Category Segmentation (if different than D/C/G codes identified above):	Category Segmentation will be based on Industry best practices
Category Review Month (MM/YYYY):	09/2018
Date Last Completed (MM/YYYY):	Unkown
Category Manager:	Rena Dial
Implementation / Scorecard to be Managed by:	Rena Dial
Category Role (e.g. Destination, Routine, Convenience):	CPI
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:	
Seasonal Promotions?:	
Theme Event?	
Method (i.e. Mandate):	
Category Objectives:	Meet category objectives below and Plan for Trends and best retail practices. Streamline to meet pack out.
<i>(Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)</i>	
Special Factors/Notes:	Focus on Consumer segmentation
<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. 40, 48, 52, 56, 60, 64, 68, 76ft)	12 ft.
K4 (e.g. 40, 48, 52, 56, 60, 64, 68, 76ft)	12 ft.
K3 (e.g. 12, 16, 20, 24 ft.)	12 ft.
K2 (e.g. 20, 24, 28, 32ft)	8 ft.
K1 (e.g. 12, 16ft)	8 ft.
Preferred Period Ending for Data (MM/YYYY):	09/01/18
Preferred Timeframe for Data (e.g 26 Weeks)	52 & 26 Weeks
Data - Geography (e.g. Worldwide, ConUS)	Conus
Primary Ranking of Data (Packages, Dollars)	Dollars
Secondary Ranking of Data (Packages, Dollars):	Units
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	Stock Assortment RM - Patron Saving AOC

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Pet Food Cat Can/Treats
Universe of Items Included (e.g. D/C/G codes):	
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):	Exclude
Optional items (Include / Exclude):	Exclude
One-time buy/seasonal items (Include / Exclude):	Exclude
Club packs (Include / Exclude):	Include
Category Segmentation (if different than D/C/G codes identified above):	Category Segmentation will be based on Industry best practices
Category Review Month (MM/YYYY):	09/2018
Date Last Completed (MM/YYYY):	Unkown
Category Manager:	Rena Dial
Implementation / Scorecard to be Managed by:	Rena Dial
Category Role (e.g. Destination, Routine, Convenience):	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:	
Seasonal Promotions?:	
Theme Event?	
Method (i.e. Mandate):	
Category Objectives:	Meet category objectives below and Plan for Trends and best retail practices. Streamline to meet pack out.
<i>(Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)</i>	
Special Factors/Notes:	Focus on Consumer segmentation
<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. 12, 16, 20, 24 ft)	12 ft.
K4 (e.g. 12, 16, 20, 24 ft)	12 ft.
K3 (e.g. 12, 16, 20, 24 ft.)	12 ft.
K2 (e.g. 8ft)	8 ft
K1 (e.g. 8ft)	4 ft
Preferred Period Ending for Data (MM/YYYY):	09/01/18
Preferred Timeframe for Data (e.g 26 Weeks)	52 & 26 Weeks
Data - Geography (e.g. Worldwide, ConUS)	Conus
Primary Ranking of Data (Packages, Dollars)	Dollars
Secondary Ranking of Data (Packages, Dollars):	Units
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	Stock Assortment RM - Patron Saving AOC

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Pet Food Cat Dry
Universe of Items Included (e.g. D/C/G codes):	
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):	Exclude
Optional items (Include / Exclude):	Exclude
One-time buy/seasonal items (Include / Exclude):	Exclude
Club packs (Include / Exclude):	Include
Category Segmentation (if different than D/C/G codes identified above):	Category Segmentation will be based on Industry best practices
Category Review Month (MM/YYYY):	09/2018
Date Last Completed (MM/YYYY):	Unkown
Category Manager:	Rena Dial
Implementation / Scorecard to be Managed by:	Rena Dial
Category Role (e.g. Destination, Routine, Convenience):	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:	
Seasonal Promotions?:	
Theme Event?	
Method (i.e. Mandate):	
Category Objectives:	Meet category objectives below and Plan for Trends and best retail practices. Streamline to meet pack out.
<i>(Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)</i>	
Special Factors/Notes:	Focus on Consumer segmentation
<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. 12, 16, 20, 24 ft)	16 ft.
K4 (e.g. 12, 16, 20, 24 ft)	12 ft.
K3 (e.g. 12, 16, 20, 24 ft.)	12 ft.
K2 (e.g. 8ft)	8 ft
K1 (e.g. 8ft)	4 ft
Preferred Period Ending for Data (MM/YYYY):	09/01/18
Preferred Timeframe for Data (e.g 26 Weeks)	52 & 26 Weeks
Data - Geography (e.g. Worldwide, ConUS)	Conus
Primary Ranking of Data (Packages, Dollars)	Dollars
Secondary Ranking of Data (Packages, Dollars):	Units
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	Stock Assortment RM - Patron Saving AOC

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Pet Food Dog Dry
Universe of Items Included (e.g. D/C/G codes):	
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):	Exclude
Optional items (Include / Exclude):	Exclude
One-time buy/seasonal items (Include / Exclude):	Exclude
Club packs (Include / Exclude):	Include
Category Segmentation (if different than D/C/G codes identified above):	Category Segmentation will be based on Industry best practices
Category Review Month (MM/YYYY):	09/2018
Date Last Completed (MM/YYYY):	Unkown
Category Manager:	Rena Dial
Implementation / Scorecard to be Managed by:	Rena Dial
Category Role (e.g. Destination, Routine, Convenience):	CPI
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:	
Seasonal Promotions?:	
Theme Event?	
Method (i.e. Mandate):	
Category Objectives:	Meet category objectives below and Plan for Trends and best retail practices. Streamline to meet pack out.
<i>(Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)</i>	
Special Factors/Notes:	Focus on Consumer segmentation
<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. 40, 48, 52, 56, 60, 64, 68, 76ft)	48 ft.
K4 (e.g. 40, 48, 52, 56, 60, 64, 68, 76ft)	48ft.
K3 (e.g. 12, 16, 20, 24 ft.)	36 ft.
K2 (e.g. 20, 24, 28, 32ft)	20 ft.
K1 (e.g. 12, 16ft)	12 ft.
Preferred Period Ending for Data (MM/YYYY):	09/01/18
Preferred Timeframe for Data (e.g 26 Weeks)	52 & 26 Weeks
Data - Geography (e.g. Worldwide, ConUS)	Conus
Primary Ranking of Data (Packages, Dollars)	Dollars
Secondary Ranking of Data (Packages, Dollars):	Units
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	Stock Assortment RM - Patron Saving AOC

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:

Pet Dog Treats

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):

Exclude

Optional items (Include / Exclude):

Exclude

One-time buy/seasonal items (Include / Exclude):

Exclude

Club packs (Include / Exclude):

Include

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

Category Segmentation will be based on Industry best practices

Category Review Month (MM/YYYY):

09/2018

Date Last Completed (MM/YYYY):

Unkown

Category Manager:

Rena Dial

Implementation / Scorecard to be Managed by:

Rena Dial

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

CPI

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:

Meet category objectives below and Plan for Trends and best retail practices.
Streamline to meet pack out.

(Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)

Special Factors/Notes:

Focus on Consumer segmentation

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

Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K5 (e.g. 40, 48, 52, 56, 60, 64, 68, 76ft)

16 ft.

K4 (e.g. 40, 48, 52, 56, 60, 64, 68, 76ft)

12 ft.

K3 (e.g. 12, 16, 20, 24 ft.)

12 ft.

K2 (e.g. 20, 24, 28, 32ft)

8ft.

K1 (e.g. 12, 16ft)

4 ft.

Preferred Period Ending for Data (MM/YYYY):

09/01/18

Preferred Timeframe for Data (e.g 26 Weeks)

52 & 26 Weeks

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

Conus

Primary Ranking of Data (Packages, Dollars)

Dollars

Secondary Ranking of Data (Packages, Dollars):

Units

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

Stock Assortment RM - Patron Saving AOC