



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

IN REPLY
REFER TO

MPS

September 5, 2018

NOTICE TO THE TRADE - DeCA NOTICE 18-67

SUBJECT: Category Review Notification-Fresh Chicken

The purpose of this notice is to advise Industry that the Sales Directorate will conduct a Fresh Chicken category review beginning in September 2018. The attached template identifies category to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Mr. Darrell Clary, Category Manager, at darrell.clary@deca.mil or, 804-734-8000, extension 4-8866.

Tracie L. Russ
Tracie L. Russ
Director, Sales

CATEGORY PLAN

Category:	Fresh Chicken
Universe of Items Included (<i>major category</i>):	N-100
Planogram Name / Number*:	
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (<i>Include / Exclude</i>):	Include
Optional items (<i>Include / Exclude</i>):	Include
One-time buy/seasonal items (<i>Include / Exclude</i>):	Include
Club packs (<i>Include / Exclude</i>):	Include
Category Segmentation (<i>if different than D/C/G codes identified above</i>):	N-100-6285
Category Review Month (MM/YYYY):	Sep/2018
Date Last Completed (MM/YYYY):	April/2017
Category Manager:	Darrell J. Clary
Implementation / Scorecard to be Managed by:	
Category Role (<i>e.g. Destination, Routine, Convenience</i>):	Destination
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:	<i>Be prepared to discuss</i>
Seasonal Promotions?:	<i>Be prepared to discuss</i>
Theme Event?	<i>Be prepared to discuss</i>
Method (<i>i.e. Mandate</i>):	<i>Be prepared to discuss</i>
Category Objectives:	Chicken is a destination for DeCA patrons and provides DeCA a competitive edge in the market place. The goal is to continue to drive our strengths with new innovation and 98% or better instock
<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 (<i>in Linear Feet</i>):	
K5 (<i>e.g. 12ft</i>)	
K4 (<i>e.g. 12ft</i>)	
K3 (<i>e.g. 12ft</i>)	
K2 (<i>e.g. 12ft</i>)	
K1 (<i>e.g. 8ft</i>)	
Preferred Period Ending for Data (MM/YYYY):	Aug 31, 2018
Preferred Timeframe for Data (<i>e.g 26 Weeks</i>):	52 weeks July 1 2017 - Aug 31, 2018
Data - Geography (<i>e.g. Worldwide, ConUS</i>):	
Primary Ranking of Data (<i>Packages, Dollars</i>):	
Secondary Ranking of Data (<i>Packages, Dollars</i>):	
Comparison Retail Market (<i>e.g. All Other Channels**, Remaining Markets</i>):	All other channels (AOC), Remaining Markets (RM)