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
Director, Sales
### CATEGORY PLAN

**Category:** Fresh Chicken  
**Universe of Items Included (major category):** N-100  
**Planogram Name / Number**: (to include items that have been phased out).  
**Regional items (Include / Exclude):** Include  
**Optional items (Include / Exclude):** Include  
**One-time buy/seasonal items (Include / Exclude):** Include  
**Club packs (Include / Exclude):** Include  
**Category Segmentation (if different than D/C/G codes identified above):** 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 (e.g. Destination, Routine, Convenience): Destination  
**Marketing Strategy:**  
- Number of Promotions Per Year: Be prepared to discuss  
- Seasonal Promotions?: Be prepared to discuss  
- Theme Event?: Be prepared to discuss  
- Method (i.e. Mandate): Be prepared to discuss  
**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.  
**Special Factors/Notes:**  
(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)  
**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): Aug 31, 2018  
- Preferred Timeframe for Data (e.g. 26 Weeks): 52 weeks July 1 2017 - Aug 31, 2018  
- 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): All other channels (AOC), Remaining Markets (HM)