NOTICE TO THE TRADE – DeCA NOTICE 19-07

SUBJECT: Category Review Notification – Juices, Water Enhancers

The purpose of this notice is to advise Industry the Sales Directorate will conduct category reviews for Tomato & Veggie Juices, Juice Blends, and Water Enhancers from February 1 through March 30, 2019. The attached template identifies the categories to be reviewed, category review objectives, and relevant information.

Any questions regarding these reviews 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

Attachment
As stated
**Category Plan**

(Publish 30 Days Prior to Category Review)

<table>
<thead>
<tr>
<th>Category:</th>
<th>Tomato &amp; Veggie Juice; Juice Blends; Water Enhancer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Universe of Items Included (e.g. D/C/G codes):</strong></td>
<td>6400; 6250; 750</td>
</tr>
<tr>
<td><strong>Planogram Name / Number</strong>:</td>
<td>Include</td>
</tr>
<tr>
<td><strong>Category definition based on current and previous published planograms (to include items that have been phased out).</strong></td>
<td>Include</td>
</tr>
<tr>
<td><strong>Regional items (Include / Exclude):</strong></td>
<td>Include</td>
</tr>
<tr>
<td><strong>Optional items (Include / Exclude):</strong></td>
<td>Include</td>
</tr>
<tr>
<td><strong>One-time buy/seasonal items (Include / Exclude):</strong></td>
<td>Include</td>
</tr>
<tr>
<td><strong>Club packs (Include / Exclude):</strong></td>
<td>Include</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Category Review Month (MM/YYYY):</th>
<th>Feb. 1 - Mar. 30, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Date Last Completed (MM/YYYY):</strong></td>
<td>Approximately one year ago</td>
</tr>
</tbody>
</table>

**Category Manager:**

Darrell Clary

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

Destination

**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.

**Special Factors/Notes:**

Sales, turns, ROI, innovation

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

**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):**
  - Most Recent and Previous 52 Weeks - WE 12/31/2018

- **Preferred Timeframe for Data (e.g. 26 Weeks):**
  - 52 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):**
  - Rem and AOC

11/10/2015