



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

IN REPLY
REFER TO

MPS

January 11, 2019

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

Tracie L. Russ
Director, Sales

Attachment
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Tomato & Veggie Juice; Juice Blends; Water Enhancer
Universe of Items Included (e.g. D/C/G codes):	6400; 6250; 750
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):	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):	
Category Review Month (MM/YYYY):	Feb. 1 - Mar. 30, 2019
Date Last Completed (MM/YYYY):	Approximately one year ago
Category Manager:	Darrell Clary
Implementation / Scorecard to be Managed by:	
Category Role (e.g. Destination, Routine, Convenience):	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:	
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
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
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):	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