



IN REPLY
REFER TO

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

MPS

February 4, 2019

NOTICE TO THE TRADE – DeCA NOTICE 19-13

SUBJECT: Category Review Notification – Coffee

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Coffee in March 2019. Appointments/presentations will be accepted March 4-14, 2019. The attached template identifies the categories to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Mr. Raymond (Keith) Post, Merchandising Specialist, at raymond.post@deca.mil or 804-734-8000 extension 48735 or Ms. Loretta Williams, Business Analyst, at loretta.williams@deca.mil or extension 86135

Tracie L. Russ

Tracie L. Russ
Director, Sales

Attachment
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Coffee
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 / lude):	Exclude
xcluded	
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):	March 2019
Date Last Completed (MM/YYYY):	Approximately one year ago
Category Manager:	Barbara Merriweather
Implementation / Scorecard to be Managed by:	Raymond Post/Benjamin Curry
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. 40, 48, 52, 56, 60, 64, 68, 76ft)	52 ft.
K4 (e.g. 40, 48, 52, 56, 60, 64, 68, 76ft)	16 ft
K3 (e.g. 12, 16, 20, 24 ft.)	12 ft
K2 (e.g. 20, 24, 28, 32ft)	12 ft
K1 (e.g. 12,16ft)	8 ft
Preferred Period Ending for Data (MM/YYYY):	01/2019
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