NOTICE TO THE TRADE – DeCA NOTICE 19-14

SUBJECT: Category Review Notification – Tea

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Tea in March 2019. Appointments/presentations will be accepted from 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
Director, Sales

Attachment
As stated
# CATEGORY PLAN
(Publish 30 Days Prior to Category Review)

**Category:**

<table>
<thead>
<tr>
<th>Universe of Items Included (e.g. D/C/G codes):</th>
<th>Tea</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planogram Name / Number*:</td>
<td>Excluded</td>
</tr>
</tbody>
</table>

*Category definition based on current and previous published planograms (to include items that have been phased out).

**Regional Items (Include / Exclude):**

- **Exclude**

**Optional items (Include / Exclude):**

- **Exclude**

**One-time buy/seasonal items (Include / Exclude):**

- **Exclude**

**Club packs (Include / Exclude):**

- **Excluded**

**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:**

- **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

*(Examples of Objectives - Decrease # of SKUs, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)*

**Special Factors/Notes:**

Focus on Consumer segmentation

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

**Evaluation Criteria:**

- **Current Category POG Size (in Linear Feet):**
  - **K5 (e.g. 40, 48, 52, 56, 60, 64, 68, 76ft):** 16ft
  - **K4 (e.g. 40, 48, 52, 56, 60, 64, 68, 76ft):** 16ft
  - **K3 (e.g. 12, 16, 20, 24 ft):** 8 ft
  - **K2 (e.g. 20, 24, 28, 32ft):** 8 ft
  - **K1 (e.g. 12,16ft):** 4 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

1/10/2019