



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

IN REPLY  
REFER TO

MPS

December 23, 2019

NOTICE TO THE TRADE – DeCA NOTICE 20-11

SUBJECT: Category Review Notification – Soda, Regular

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Soda, Regular in February 2020. Appointments / presentations will be accepted February 10-21, 2020. Appointment requests must be submitted no later than February 6, 2020. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Appointment request and questions regarding this review may be directed to Ms. Donita Higgins, Merchandising Specialist, at [Donita.Higgins@deca.mil](mailto:Donita.Higgins@deca.mil) or 804-734-8000 extension 48310.

Tracie L. Russ  
Director, Sales

Attachments:  
As stated

## CATEGORY PLAN

( Publish 30 Days Prior to Category Review)

<b>Category:</b>	<b>Soda, Regular</b>
Universe of Items Included (e.g. D/C/G codes):	
Planogram Name / Number*:	9100
<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):	Exclude
One-time buy/seasonal items (Include / Exclude):	Exclude
Club packs (Include / Exclude):	Exclude
Category Segmentation (if different than D/C/G codes identified above):	
<b>Category Review Month (MM/YYYY):</b>	<b>February 2020</b>
Date Last Completed (MM/YYYY):	Approximately 1 year ago
<b>Category Manager:</b>	Iveena henderson
<b>Implementation / Scorecard to be Managed by:</b>	Iveena Henderson/Donita Higgins
<b>Category Role (e.g. Destination, Routine, Convenience):</b>	Basket Builder
<b>Marketing Strategy:</b>	
<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):	
<b>Category Objectives:</b>	Increase sales for the category by using retail best practice, and optimize variety while meeting pack out.
<b>Special Factors/Notes:</b>	Focus on new innovation while maintaining top sellers.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
<b>Evaluation Criteria:</b>	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	60' and above
K4 (e.g. 12ft)	48' to 59'
K3 (e.g. 12ft)	36' to 47'
K2 (e.g. 12ft)	n/a
K1 (e.g. 8ft)	up to 35'
Preferred Period Ending for Data (MM/YYYY):	1/2020
Preferred Timeframe for Data (e.g. 26 Weeks)	52, 26 and 13 Weeks
Data - Geography (e.g. Worldwide, ConUS)	CONUS to include AK, HI and PR
Primary Ranking of Data (Packages, Dollars)	Dollars/Units
Secondary Ranking of Data (Packages, Dollars):	ACV/Patron Savings
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	Retail Market and AOC