



IN REPLY
REFER TO

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

MPS

October 9, 2020

NOTICE TO THE TRADE – 21-01

SUBJECT: Category Review Notification – Pudding, Gelatin, Marshmallows

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Pudding, Gelatin, and Marshmallows in November 2020. Appointments / presentations will be accepted November 16-20. Appointment requests must be submitted no later than November 1, 2020. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review and appointment requests may be directed to Mr. Kevin Newborn, Merchandising Specialist, at kevin.newborn@deca.mil or 804-734-8000 extension 48661.

Tracie L. Russ
Director, Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:

Universe of Items Included (e.g. D/C/G codes) :

Planogram Name / Number*:

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

Regional items (Include / Exclude):

Optional items (Include / Exclude):

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

Club packs (Include / Exclude):

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

Pudding, Gelatin and Marshmallows

Exclude

Exclude

Exclude

Exclude

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

November 2020

Approximately 2 years ago

Category Manager:

Barbara Merriweather

Implementation / Scorecard to be Managed by:

Kevin Newborn/Barbara Merriweather

Category Role (e.g. Destination, Routine, Convenience) :

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:

Increase sales for the category by using retail best practice, and optimize variety while meeting pack out.

Special Factors/Notes:

Focus on new innovation while maintaining top sellers.

(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):

Preferred Timeframe for Data (e.g 26 Weeks)

Data - Geography (e.g. Worldwide, ConUS)

Primary Ranking of Data (Packages, Dollars)

Secondary Ranking of Data (Packages, Dollars):

Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)

12ft, 16ft

4ft, 8ft

10/2020

52, 26 weeks

CONUS

Dollars

Units

Stock Assortment RM - Patron Savings AOC