



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

IN REPLY
REFER TO

MPS

December 17, 2020

NOTICE TO THE TRADE – DeCA NOTICE NTT 21-31

SUBJECT: Category Review Notification – Cookies

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Cookies in January 2021. Appointments / presentations will be accepted January 18-29, 2021. Appointment requests must be submitted no later than January 11, 2021. The attached templates identify the categories to be reviewed, category review objectives and relevant information.

Appointment request and questions regarding this review may be directed to Mr. Larry Peck, Merchandising Specialist, at larry.peck@deca.mil or 804-734-8000 extension 48688.

Tracie L. Russ
Director, Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Mainstream and Specialty Cookies
Universe of Items Included (e.g. D/C/G codes):	
Planogram Name / Number*:	03225
<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 / Exclude):	Exclude
Category Segmentation (if different than D/C/G codes identified above):	
Category Review Month (MM/YYYY):	January 2021
Date Last Completed (MM/YYYY):	2 years ago
Category Manager:	Iveena Henderson
Implementation / Scorecard to be Managed by:	Larry Peck/Iveena Henderson
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:	Increase sales for the category by using retail best practice, and optimize variety while meeting pack out. Specialty Cookies to be integrated with mainstream into Planograms 28 feet and larger (24' + 4')
Special Factors/Notes:	Focus on removing slow movers and new innovation while maintaining top sellers.
<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. 12ft)	32ft
K4 (e.g. 12ft)	32ft
K3 (e.g. 12ft)	28ft
K2 (e.g. 12ft)	16ft
K1 (e.g. 8ft)	12ft
Preferred Period Ending for Data (MM/YYYY):	12/19/20
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)	Blend of 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