



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

**IN REPLY  
REFER TO**

MPS

January 12, 2021

NOTICE TO THE TRADE – DeCA NOTICE 21-40

SUBJECT: Category Review Notification – Frozen Multi-Meals

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Frozen Multi Meals. Appointments / presentations will be accepted from February 9th through February 25th. Appointment requests must be submitted no later than January 29th to the Dairy & Frozen Category Management team, at [decahqmpsf@deca.mil](mailto:decahqmpsf@deca.mil). The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Ms. Kimberly Galvin, Merchandising Specialist, at [kimberly.galvin@deca.mil](mailto:kimberly.galvin@deca.mil) or 804-734-8000 extension 52853

Bonita M. Moffett  
Director of Sales

Attachments:  
As stated

## CATEGORY PLAN

( Publish 30 Days Prior to Category Review)

<b>Category:</b>	<b>Frozen Multi Meals</b>
Universe of Items Included (e.g. D/C/G codes) :	
Planogram Name / Number*:	5160
<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>2018</b>
Date Last Completed (MM/YYYY):	Over a 1 year ago
<b>Category Manager:</b>	Jessica Stables
<b>Implementation / Scorecard to be Managed by:</b>	Kimberly Galvin/Jessica Stables
<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)	6 Door
K4 (e.g. 12ft)	6 Door
K3 (e.g. 12ft)	5 Door
K2 (e.g. 12ft)	3 Door
K1 (e.g. 8ft)	N/A
Preferred Period Ending for Data (MM/YYYYY):	12/2019
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