



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

IN REPLY
REFER TO

MPS

January 14, 2021

NOTICE TO THE TRADE – DeCA NOTICE 21-44

SUBJECT: Category Review Notification – Chilled Egg Specialty

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Egg Specialty in February 2021. Appointments for presentations will be offered during the month of February. The attached template identifies the category to be reviewed, category review objectives, and relevant information. Appointment requests must be submitted no later than February 12th.

Please direct questions and appointment requests to Ms. Jennifer Baker, Merchandising Specialist, at jennifer.baker@deca.mil or (804) 734-8000 extension 86338.

Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Egg Specialty
Universe of Items Included (e.g. D/C/G codes):	01800
Planogram Name / Number*:	01800
<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):	Include
One-time buy/seasonal items (Include / Exclude):	Include
Club packs (Include / Exclude):	Include
Category Segmentation (if different than D/C/G codes identified above):	
Category Review Month (MM/YYYY):	May 2018
Date Last Completed (MM/YYYY):	
Category Manager:	Jessica Stables
Implementation / Scorecard to be Managed by:	Jessica Stables/Jennifer Baker
Category Role (e.g. Destination, Routine, Convenience):	Routine
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.
Special Factors/Notes:	Focus on 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)	6 ft +
K4 (e.g. 12ft)	6 ft +
K3 (e.g. 12ft)	6 ft +
K2 (e.g. 12ft)	4 ft
K1 (e.g. 8ft)	4 ft
Preferred Period Ending for Data (MM/YYYY):	Jan 2021
Preferred Timeframe for Data (e.g 26 Weeks)	52 Weeks
Data - Geography (e.g. Worldwide, ConUS)	CONUS excluding AK & HI
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)	Remaining Market and xAOC