



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

IN REPLY
REFER TO

MPS

March 10, 2021

NOTICE TO THE TRADE – DeCA NOTICE 21-42

SUBJECT: Category Review Notification – Sweet Goods

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Sweet Goods in April 2021. Appointments / presentations will be accepted April 27 - 29, 2021. Appointment requests must be submitted no later than April 16, 2021. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Appointment requests and questions regarding this review may be directed to Ms. Loretta Williams, Merchandising Specialist, at Loretta.Williams@deca.mil or 804-734-8000 extension 86135. New vendors, please provide 4015 for new items before appointment request is approved.

Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	SWEET GOODS
Universe of Items Included (e.g. D/C/G codes):	9650
Planogram Name / Number*:	
<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):	
Category Review Month (MM/YYYY):	April 2021
Date Last Completed (MM/YYYY):	Approximately 18 months ago
Category Manager:	Iveena Henderson
Implementation / Scorecard to be Managed by:	Loretta Williams/Iveena Henderson
Category Role (e.g. Destination, Routine, Convenience):	Traffic Driver
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 while optimizing variety during selection process 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)	36ft - 40ft
K4 (e.g. 12ft)	28ft - 32ft
K3 (e.g. 12ft)	16ft -24ft
K2 (e.g. 12ft)	8ft -12ft
K1 (e.g. 8ft)	4ft
Preferred Period Ending for Data (MM/YYYY):	03/2020
Preferred Timeframe for Data (e.g 26 Weeks)	52, 26 and 13 Weeks
Data - Geography (e.g. Worldwide, ConUS)	CONUS to exclude 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