



DEFENSE COMMISSARY AGENCY
HEADQUARTERS AND SUPPORT CENTER
1300 EISENHOWER AVENUE
FORT GREGG-ADAMS, VIRGINIA 23801-1800

MPS

December 21, 2023

NOTICE TO THE TRADE – DeCA NOTICE 24-26

SUBJECT: Category Review Notification – Candy Chocolate and Candy Non-Chocolate

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category Review for Candy Chocolate and Candy Non-Chocolate in February, 2024. Appointments / presentations will be held February 5-14, 2024. Appointments/presentations must be submitted no later than January 26, 2024.

All files larger than 5 MB should be uploaded to the DoD SAFE at the following website: <https://safe.apps.mil>. This review is open for current and potential new vendors seeking business opportunities with DeCA. The attached template identifies the categories to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Loretta Williams, Merchandising Specialist, at loretta.williams@deca.mil or 804-734-8000 extension 86135 or Iveena Henderson, Category Manager at Iveena.henderson@deca.mil or 804-734-800 extension 86127.

Bonita M. Moffett
Director of 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):

Candy Chocolate

1050

Candy Chocolate / 01050

Exclude

Include

Include

Include

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

February 2024

January 2021

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:

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 the 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)

16ft & Above

12ft

8ft

01/2024

4, 13, 26 & 52 Weeks

CONUS excluding AK & HI

Patron Savings/Dollars/Units

ACV

Remaining Market and xAOC

Review Milestones

NTT Release

Vendor Presentations

Results Published

New Item Start Date

New Items in Distributor by

POG's Published

Store Resets Start

December 21 2023

February 5-14, 2024

March 8, 2024

April 1, 2024

April 15, 2024

April 21, 2024

1-May-24

Comments

Resetting both Chocolate and Non Chocolate Candy at the same time with Mars and Hershey as category leads.

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Club packs (Include / Exclude):

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

Candy Non Chocolate

1055

Candy Non Chocolate / 01055

Exclude

Include

Include

Include

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Date Last Completed (MM/YYYY):

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Iveena Henderson

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