



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

MPS

May 31, 2024

NOTICE TO THE TRADE – DeCA NOTICE 24-80

SUBJECT: Category Review Notification – Frozen Burgers

The purpose of this notice is to advise Industry that the Sales Directorate will begin the Category Review for Frozen Burgers in July 2024. Appointments / Presentations will be held July 8 – July 16, 2024. Appointment requests and electronic presentations should be submitted no later than July 3, 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 category to be reviewed, category evaluation objectives, and other relevant information.

Questions regarding this review may be directed to Johnny Stewart, Merchandising Specialist, at johnny.stewart@deca.mil or 804-734-8000 extension 48930 or Jessica Stables, Category Manager, at jessica.stables@deca.mil or 804-734-8000 extension 48135.

For 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):

Frozen Burgers

4500

4500

Include

Include

Include

Include

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

07/2024

02/2023

Category Manager:

Jessica Stables

Implementation / Scorecard to be Managed by:

Jessica Stables / Johnny Stewart

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 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)

N/A

N/A

3 Doors - 5 Doors; 12 Foot Coffin - 18 Foot Coffin

N/A

1 Door - 2 Doors; 4 Foot Coffin - 8 Foot Coffin

06/2024

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

5/31/2024

7/8/2024 - 7/16/2024

8/14/2024

9/8/2024

9/18/2024

9/23/2024

9/30/2024

Comments