

PSP

September 16, 2011

NOTICE TO THE TRADE- DeCA NOTICE 11-118

SUBJECT: Cheese Category Review

A category review has been completed for Cheese. Many thanks to our Industry partners who provided business updates and worked with us to accumulate the necessary data.

The goal of this review was to determine the best product assortment for each commissary size, taking into consideration national, regional, and local brand products; space availability; patron expectations; patron savings; and category growth potential.

The category stock assortment is provided as an attachment for all interested parties and a summary of the K codes is as follows:

K1: 111	K2: 34	K3: 66	K4: 9	K5: 0
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This category review reflects the negotiated stock assortment for the category. Having completed the reclama process, all decisions are final. All products are currently being reclassified to conform to this review.

Items identified for deletion will remain in the system for 60 days from the date of this notice. Items will be "P" coded after the first 30 days. You should work with your suppliers immediately to liquidate residual stock.

Thank you for your participation and cooperation in this endeavor. Point of contact is Mr. LaRue Smith, Category Manager, 804-734-8000, extension 4-8225.

Christopher T. Burns
Director of Sales

Attachment:
As stated