

MPSS

December 21, 2011

NOTICE TO THE TRADE – DeCA NOTICE 12-22

SUBJECT: Category Plans

The purpose of this Notice to the Trade (NTT) is to provide the Sales Directorate category plans to Industry for category reviews that will take place in January and February 2012.

The January category reviews include plans for ketchup/mustard, frozen prepared meals/entrees, and baby food/juice. The plans for category reviews in February include multi-serve juice blends, RTE cereal, and healthy salty snacks/misc. snacks. The dates for meeting times will be flexible and additional time will be made available as necessary.

Points of contact for this NTT are Mr. Barbara Merriweather, Category Manager for Edibles 804-734-8000, extension 4-8861, Mr. Lou Kennedy, Category Manager for chill/frozen 804-734-8000, extension 4-8232, Mr. LaRue Smith, Category Manager for Non-edibles 804-734-8000, extension 4-8255 and Mr. Bill Wood, Category Manager for DSD 804-734-8000, extension 4-8222.

//Signed//
Christopher T. Burns
Director of Sales

Attachments
As stated