

MPSS

July 12, 2012

NOTICE TO THE TRADE- DeCA NOTICE 12-110

SUBJECT: RTE Cereal Category Review

A category review has been completed for RTE Cereal. 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: 94	K2: 47	K3: 90	K4: 11	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 MS. Barbara Merriweather, Category Manager, 804-734-8000, extension 4-8861

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

Attachment:
As stated