

MPSS

January 18, 2012

NOTICE TO THE TRADE – DeCA NOTICE 12-36

SUBJECT: Category Plans (March and April 2012 Category Review Templates)

Reference: Notice to the Trade 12-11, DeCA MPS, December 2, 2011, Subject: Category Review Schedule.

The purpose of this Notice to the Trade (NTT) is to provide the category plans to Industry for the category reviews that will be conducted by the assigned category buyers within the Sales, Marketing and Policy Group (Semi-Perishable and Perishable Divisions) during the months of March and April 2012.

The scheduled category reviews for March include plans for Pickles, Relish, and Peppers, Prepackaged Luncheon Meats, and Household Cleaners. The scheduled category reviews for April include Oral Care, Bath Tissue, Gondola Confections (Candy/Gum/Mints), and Frozen (IQF) Chicken.

Points of contact for this NTT are Ms. Barbara Merriweather, Category Lead for Edibles 804-734-8000, extension 4-8861, Mr. Lou Kennedy, Category Lead for Chill/Frozen, 804-734-8000, extension 4-8232, Mr. LaRue Smith, Category Lead for Non-Edibles 804-734-8000, extension 4-8255 and Mr. Bill Wood, Category Lead for Direct Store Delivery (DSD), Local, and Confections, 804-734-8000, extension 4-8222.

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

Attachments  
As stated