

MPSS

May 15, 2012

NOTICE TO THE TRADE – DeCA NOTICE 12-79

SUBJECT: Category Plans (July and August 2012 Category Review Templates)

Reference: Notice to the Trade 12-66, DeCA MPS, March 19, 2012, Subject: Category Review Schedule – 2012 (Revised)

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 July and August 2012.

The scheduled category reviews for July include plans for Canned Fish, Deodorant, and Oil/Shortening. The scheduled category reviews for August include Air Care, Brand Name Milk, and Frozen Vegetables.

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