



DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

REPLY TO
ATTENTION OF

PSM

JUN 8 2009

NOTICE TO THE TRADE – DeCA NOTICE 09-45

SUBJECT: Mixer Category Review

A category review has been completed for Mixers. 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 by commissary size, taking into consideration national, regional and local brand products; space availability; and category growth potential.

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

K1: 26	K2: 0	K3: 14	K4: 0	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 pending deletion will remain in the system for 60 days from the time the intent to delete notification was sent out. 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 at 804-734-8000, extension 48861.

Randall Chandler
Director of Sales

Attachment:
As stated

UPC	Product Description	Brand	Size	UM	RS		RSL		RS		RSL		RS		RSL		RS		Add Date	FINAL
					L	(HQ	L	(NE	L	(M	L	(SW	L	(E	L	(A	L	(F		
001480051134	MIXER TOMATO JUICE COCKTAIL	CLAMATO	33.8 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	6/9/2003	K3
001121000152	MIXER BLOODY MARY SPICY	MCILHENNY	32 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	4/17/2003	K3
001660000071	MIXER JUICE LIME	ROSES	12 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	M4	K1	K1	K1	K1	2/10/1997	K1
001660000074	MIXER GRENADINE	ROSES	12 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	M3	K1	K1	K1	K1	9/30/1992	K1
001660032501	MIXER SOUR APPLE	ROSES INFUSION	20 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3		K3	K3	K3	K3	10/15/2004	K3
001660032503	MIXER CRANBERRY TWIST	ROSES INFUSION	20 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3		K3	K3	K3	K3	10/15/2004	K3
001660032507	MIXER POMEGRANATE TWIST	ROSES INFUSION	20 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	M3	K3	K3	K3	K3	5/14/2008	K3
001660035207	MIXER MOJITO TRADITIONAL	ROSES	21 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1		K1	K1	K1	K1	4/15/2008	K1
007049121237	MIXER SWEET N SOUR RTU	MASTER OF MIXE	59.2 OZ	O1	P1	P1	P1	P1	P1	O1	P1	P1	P1		P1	P1	P1	P1	7/25/2007	P1
007065590121	MIXER BLOODY MARY	MR AND MRS TS	64 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3		K3	K3	K3	K3	3/9/1998	P3
007065590130	MIXER BLOODY MARY	MR AND MRS TS	33.8 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	M1	K1	K1	K1	K1	9/30/1992	K1
007065590221	MIXER BLOODY MARY RICH AND SPICY	MR AND MRS TS	64 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3		K3	K3	K3	K3	9/17/2004	K3
007065590230	MIXER BLOODY MARY SPC	MR AND MRS TS	32 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1		K1	K1	K1	K1	9/30/1992	K1
007065591230	MIXER SWEET N SOUR	MR AND MRS TS	33.4 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1		K1	K1	K1	K1	9/30/1992	K1
007065593521	MIXER MARGARITA	MR AND MRS TS	64 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3		K3	K3	K3	K3	3/9/1998	P3
7065593530	MIXER MARGARITA	MR AND MRS TS	32.5 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	M4	K1	K1	K1	K1	9/30/1992	K1
007065594730	MIXER STRAWBERRY DAIG MAR	MR AND MRS TS	33.8 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	M1	K1	K1	K1	K1	9/30/1992	K1
007065595030	MIXER WHISKEY SOUR	MR AND MRS TS	32 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1		K1	K1	K1	K1	8/4/2005	K1
007065595400	MIXER MARGARITA	MARGARITAVILLE	33 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3	M1	K3	K3	K3	K3	11/22/2000	K3
007065596030	MIXER PINA COLADA	MR AND MRS TS	33.8 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	M1	K1	K1	K1	K1	9/30/1992	K1
007065599478	MIXER SALT MARGARITA	MR AND MRS TS	8 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	M3	K1	K1	K1	K1	6/9/2003	K1
007086064210	MIXER CREAM OF COCONUT	HOLLAND HOUSE	16 OZ	K3	K3	K3	K3	K3	K3	K3	K3	K3	K3		K3	K3	K3	K3	9/30/1992	K3
007184509830	MIXER CREAM OF COCONUT	COCO LOPEZ	15 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1		K1	K1	K1	K1	3/11/2005	K1
007549600040	MIXER BITTERS	ANGOSTURA	4 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1	T3	K1	K1	K1	K1	9/15/2005	K1
008200072539	MIXER MARGARITA ORIGINAL	JOSE CUERVO	59 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1		K1	K1	K1	K1	3/3/2005	K1
068678511651	MIXER MARGARITA BUCKET	SANTA FE	96 OZ	S1	P1	P1	P1	P1	P1	S1	P1	P1	P1		P1	P1	P1	P1	7/16/2007	P1
078099900025	RIMMERS COCKTAIL BLOODY MARY	STIRRINGS	3.5 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1		K1	K1	K1	K1	6/14/2007	P1
078099900035	RIMMERS COCKTAIL COSMOPOLITA	STIRRINGS	3.5 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1		K1	K1	K1	K1	6/14/2007	P1
078099900046	RIMMERS COCKTAIL MOJITO	STIRRINGS	3.5 OZ	K1	K1	K1	K1	K1	K1	K1	K1	K1	K1		K1	K1	K1	K1	6/14/2007	P1
078099900053	MIXER COCKTAIL BLOODY MARY	STIRRINGS	32 OZ	P1	P1	P1	P1	P1	P1	P1	P1	P1	P1		P1	P1	P1	P1	6/14/2007	P1
078099900054	MIXER COCKTAIL COSMOPOLITAN	STIRRINGS	32 OZ	P1	P1	P1	P1	P1	P1	P1	P1	P1	P1		P1	P1	P1	P1	6/14/2007	P1
078099900055	MIXER COCKTAIL MINT MOJITO	STIRRINGS	32 OZ	P1	P1	P1	P1	P1	P1	P1	P1	P1	P1		P1	P1	P1	P1	6/14/2007	P1

