

PSM

November 21, 2005

NOTICE TO THE TRADE – DeCA NOTICE 06-23

SUBJECT: Frozen Pizza Category Review

A category review has been completed for frozen pizza. Many thanks to our industry partners who provided business updates and worked with us to accumulate the necessary data. This review is provided as an attachment for all interested parties.

The goal of this review was to determine the best product assortment by commissary size, taking into consideration national, regional and local brand name 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: 32	K2: 22	K3: 23	K4: 9	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 as "P" items for 60 days to allow suppliers to liquidate residual stock. Suppliers are encouraged to immediately work with regional offices and stores to flush out remaining stock.

Thank you in advance for your participation and cooperation in this endeavor. Point of contact is Mr. Mark Arland, Category Manager, (804) 734-8226.

/s/  
Scott E. Simpson  
Chief Operating Officer

Attachment:  
As stated