

PSM

October 23, 2009

NOTICE TO THE TRADE – DeCA NOTICE 10-09

SUBJECT: Category Review Schedule – 2010

The purpose of this Notice to the Trade is to provide our industry partners with the approved MBU category review schedule for Calendar Year 2010.

New to this notice is the attached Category Review Template. In the attached you will find these seven tabs: Process, Review-Plan, Category/Segment Overview, Total Brands, Brands by Segment, UPC Rank, and Post Review. The purpose of these templates is to standardize the review process and the data presented to the category buyer and manager is in line with what is needed to make decisions.

The category managers are responsible for filling out the review plan. They will notify industry through a separate Notice to the Trade at least 60 days in advance of each category review. Once notified, industry is strongly encouraged to fill out and present spread sheets under the category-segment overview, the total brands, the brands by segment, and the UPC rank to the buyer when they meet for the review. Six months after the review has been completed another notice will be forwarded to industry which will include the post review information.

If you have any questions, concerns or comments about the schedule, the point of contact is Ms. Michelle Frost, Chief, Semi-Perishable Division at 804-734-8000, extension 48696.

/S/

Randall Chandler
Director of Sales

Attachments:
As stated