

PSM

October 30, 2009

NOTICE TO THE TRADE – DeCA NOTICE 10-10

SUBJECT: Category Plans

The purpose of this Notice to the Trade (NTT) is to provide Marketing Business Unit (MBU) category plans to industry for category reviews that will take place in January 2010. As required, the MBU staff is providing 60 days notice.

The category plans for food items will be prepared dinners, barbeque sauce and marinades, and ready-to-eat cereal under category manager, Mr. Angel Ramos. There is only one category plan for non-food items, and that will be bar soap and body wash under category manager, Mr. Bill Wood. These plans are provided as attachments to this NTT.

These plans have a new format that was developed as a special project under the direction of a key sub-committee co-chaired by Mr. Randy Hardee, Dixon Marketing Company, and Ms. Michelle Frost, MBU Chief, Semi-Perishable Division. This sub-committee falls under the auspices of the Commissary Council.

Points of contact for this NTT are Ms. Michelle Frost, Chief, Semi-Perishable Division at 804-734-8000, extension 48696, Mr. Angel Ramos, Food Category Manager at 804-734-8000, extension 48221, and Mr. Bill Wood, Non-Food Category Manager at 804-734-8000, extension 48222.

//signed//
Randall Chandler
Director of Sales

Attachments:
As stated