

PSM

August 13, 2010

NOTICE TO THE TRADE – DeCA NOTICE 10-135

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 October and November 2010.

The October category plans include, Water (commodity code 721), Water Filtration (commodity code 719), Sparkling Water (commodity code 730), Bleaches/Prewashes/Fabric Softeners (commodity codes 1506 and 1511), and Skin Care (commodity codes 8421, 8422, 8423, 8425, and 8426). The sole November review is for Isotonics (commodity code 724).

Points of contact for this NTT are Ms. Barbara Merriweather, Category Manager for DSD/Water, 804-734-8000, extension 4-8861; Mr. Angel Ramos, Category Manager for Edibles, 804-734-8000, extension 4-8221; and Mr. Bill Wood, Category Manager for Non-edibles, 804-734-8000, extension 4-8222.

//Signed//
Christopher T. Burns
Director of Sales

Attachments
as stated: