

PSM

NOTICE TO THE TRADE – DeCA NOTICE 10-45

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 April and May 2010. As required, the MBU staff is providing 60 days notice.

The April category plans include hot cereal; spices, gravy & seasoning mix; hot cereal; analgesics; feminine hygiene; insecticides/repellants/bug; dish liquid/auto dish; and luncheon meats. The May category plans include Mexican/authentic Hispanic/Caribbean; cat food canned/dry/treats; and dinner sausage.

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 Mr. Angel Ramos, Category Manager for Edibles 804-734-8000, extension 48221; Mr. Bill Wood, Category Manager for non-edibles 804-734-8000, extension 48222; and Mr. LaRue Smith, Category Manager for freeze/chill 804-734-8000, extension 48255.

Christopher T. Burns
Director of Sales

Attachments:
As stated