

PSM

March 31, 2010

NOTICE TO THE TRADE – DeCA NOTICE 10-73

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 June and July 2010. As required, the MBU staff is providing 60 days notice.

The June category plans include coffee, dry fruits, pasta sauce/grated cheese, energy drinks, chill juice, and frozen prepared meals. The July category plans include baby care products, hair care, and detergents/laundry.

These plans have a new format that was developed as a special project under the direction of a key sub-committee to the commissary council.

Points of contact for this NTT are Mr. Angel Ramos, Category Manager for Edibles 804-734-8000, extension 4-8221; Mr. Bill Wood, Category Manager for non-edibles 804-734-8000, extension 4-8222 and Mr. LaRue Smith, Category Manager for freeze/chill 804-734-8000, extension 4-8255.

/s/

Christopher T. Burns  
Director of Sales

Attachments  
As stated