

PSM

May 14, 2010

NOTICE TO THE TRADE – DeCA NOTICE-10-91

SUBJECT: Ready to Eat Cereal

A category review has been completed for Ready to Eat Cereal. Many thanks to our industry partners who provided business updates and worked with us to accumulate the necessary data.

The goal of this review was to determine the best product assortment by commissary size, taking into consideration national, regional and local brand products; space availability; patron expectations; savings; and category growth potential.

The category stock assortment is provided as an attachment for all interested parties, and a summary of K codes is as follows:

K1: 75	K2: 53	K3: 76	K4: 15	K5: 0
--------	--------	--------	--------	-------

This category review reflects the negotiated stock assortment for the category. Having completed the reclama process, all decisions are final. All products are currently being reclassified to conform to this review.

Items pending deletion will remain in the system for 60 days from the time the intent to delete notification was sent out. Items will be “P” coded after the first 30 days. You should work with your suppliers immediately to liquidate residual stock.

Thank you for your participation and cooperation in this endeavor. Point of contact is Mr. Angel Ramos, Category Manager, 804-734-8000, extension 4-8221.

/s/

Christopher T. Burns
Director of Sales

Attachment:
As stated