



NCG 2021 Category Review Calendar

Round	Type of Review	Category	Category Manager	Launch Month
1	Core Sets	WELLNESS BARS & GELS	Donna Schlaufman	January
1	Core Sets	SHELF STABLE OILS & VINEGARS	Jeanette Bloss	January
1	New Item Only	REFRIGERATED JUICES & FUNCTIONAL BEVERAGES	Brian Larson	January
1	New Item Only	FACIAL CARE	Kasey Jorenby	January
2	Core Sets	DAIRY & PLANT BASED DAIRY ALTERNATIVES OTHER	Brian Larson	February
2	Core Sets	FROZEN DESSERTS	Kasey Jorenby	February
2	New Item Only	BREAD & BAKED GOODS	Kasey Jorenby	February
3	Core Sets	SHELF STABLE COLD CEREALS	Donna Schlaufman	March
3	Core Sets	FROZEN PLANT BASED MEAT ALTERNATIVES	Kasey Jorenby	March
3	New Item Only	REFRIGERATED SALSAS & DIPS	Brian Larson	March
3	New Item Only	SHELF STABLE MEAT POULTRY & SEAFOOD	Jeanette Bloss	March
4	Core Sets	REFRIGERATED PLANT BASED MEAT ALTERNATIVES	Brian Larson	April
4	Core Sets	SHELF STABLE WATER	Donna Schlaufman	April
4	Core Sets	SHELF STABLE SALSAS & DIPS	Sunshine Squires	April
4	Core Sets	SHELF STABLE CHIPS & PRETZELS & SNACKS	Sunshine Squires	April
4	New Item Only	SOAP & BATH PREPARATIONS	Kasey Jorenby	April
5	Core Sets	REFRIGERATED EGGS	Brian Larson	May
5	Core Sets	SHELF STABLE PASTA & PIZZA SAUCES	Jeanette Bloss	May
5	Core Sets	SHELF STABLE PASTA	Jeanette Bloss	May
5	Core Sets	FROZEN ENTREES	Kasey Jorenby	May
5	New Item Only	PET FOOD & TREATS	Donna Schlaufman	May
6	Core Sets	REFRIGERATED CREAMS & CREAMERS	Brian Larson	June
6	Core Sets	REFRIGERATED CHEESE & PLANT BASED CHEESE	Brian Larson	June
6	Core Sets	SHELF STABLE PLANT BASED MILK	Donna Schlaufman	June
6	Core Sets	FROZEN FRUITS & VEGETABLES	Kasey Jorenby	June