

NACS Category Definitions and Numbering Guide – Version 7.0

The NACS Research & Technology Board Committee has reviewed existing practices with regard to the organization of sales and purchase information by merchandise category within the convenience store industry. This effort has been published in the form of mainline category & sub-category definitions including descriptions. These categories can then be used by the industry to establish performance benchmarks and to establish a framework for retailers and manufacturers to have meaningful discussions regarding market performance comparisons.

To fully realize the benefit of the standardized Category Definitions, a consistent numbering scheme is necessary. Utilization of a standardized numbering scheme will:

1. Provide a common language for discussions between business partners, even if the partners are currently not utilizing EB2B initiatives;
2. Assist in the deployment of NACS EB2B initiatives and improve upon their functionality;
3. Facilitate the automation of data transfers between business partners, including retailer-to-supplier communication, regardless of the status of EB2B deployment within the industry; and
4. Improve accuracy and speed of reporting by NACS of industry performance measures.

Without a standardized scheme to number the category definitions, a continual “mapping” of category definitions from individual company numbering systems to their business partners and NACS for reporting purposes will be required. This mapping causes additional delays, additional costs, and inaccuracies in communication of category information within the industry.

A standardized scheme avoids these issues.

Existing System Implementation Guide

NACS recognizes that many companies have implemented price management systems to control purchases, set authorized items & vendors, establish retail prices, and drive store-level scanning systems. To implement these systems, retailers have already organized and defined category numbering schemes for their internal use. Converting to a new “NACS scheme” is costly in terms of time and confusion within the company, as well as in hard dollars.

However, it is unlikely that conversion of existing systems will be required. Instead, NACS suggests that retailers consider adding a “NACS Category Cross-Reference” field to each record within their item files. This field will allow reporting systems to sort and consolidate information using the NACS Category Definitions while, at the same time, retaining their existing reporting and identification systems. Using this technique, there will not be changes to

the operation of existing systems deployed by retailers.

New System Implementation Guide

As retailers migrate to newer price management systems or implement these systems for the first time, it is suggested that they consider using the NACS’ numbering scheme as their “native” coding scheme within their new systems. Certainly this is not required, as retailers could easily utilize their own scheme and retain a cross-reference field as described in the “Existing System Implementation” section.

Category Definition & Numbering Scheme

The NACS Standard Category Numbering Scheme is a six position numeric field organized into three groups of two digits. For readability purposes, the scheme can be displayed and printed as “99-99-99.” The first two digits represent the major category identifier. The second two digits represent the sub-category identifier. The final two digits represent a “fine-line” category identifier.

Under this scheme, the “Wine” Category becomes coded as “05-00-00.” Under the Wine Category are sub-categories for various segments of the wine business, so Table/Varietal Wine is coded as “05-01-00.”

This scheme easily accommodates the existing category definitions and provides ample room for future growth.

At this time, the “fine-line” category definitions have not been identified except for Foodservice. Retailers are discouraged from using these digits.

Treatment of Supply Items Within Pricebook Applications

Supply items are not considered to be “merchandise” items from a category management perspective and, therefore, are not included within the NACS Category Definitions. However, implementation of an automated price management system will require the specification of supply items to be purchased for store use. Under the NACS Category Numbering Scheme, Supply items are coded using a top-level number of 99-00-00. Any further break out of “sub-category” definition is left to the retailers’ discretion and is not required by this suggested implementation.

Changes from Version 6.1 to Version 7.0 – The NACS Category Definitions and Numbering Guide

Fuel Products: Ethanol and Biodiesel Subcategories added; **Other Tobacco:** Smokeless Subcategory expanded; **Packaged Beverages:** Enhanced Water Subcategory added and Alternative Packaged Beverages Subcategory expanded; **Salty Snacks:** Puffed Cheese and Mixed Subcategories added; **Alternative Snacks:** Health and Energy Snacks Subcategory expanded; **Health and Beauty Care:** Smoking Cessation Subcategory added. Changes from Version 6.1 are indicated in *blue italics*. Note: In the numbering scheme, NACS reserves the use of numbers 1–80.

Category Numbers & Definitions

The hyphens shown are for ease of readability of this document. They are not recommended for implementation.

Number	Category	Sub-category	Descriptors
01-00-00	Fuel Products		
01-01-00		Unleaded–Regular	
01-02-00		Unleaded–Mid	
01-03-00		Unleaded–Premium	
01-04-00		Diesel	
01-05-00		Propane Fuel	
01-06-00		Kerosene Fuel	
01-07-00		Other Fuel Products	
<i>01-08-00</i>		<i>Ethanol</i>	<i>E20, E30, E85, etc.</i>
<i>01-09-00</i>		<i>Biodiesel</i>	<i>B5, B20, etc.</i>
02-00-00	Cigarettes		
02-01-00		Premium	
02-02-00		Branded Discount	
02-03-00		Sub-generic/Private Label	
02-04-00		Imports	
02-05-00		Fourth Tier	
03-00-00	Other Tobacco		
03-01-00		Smokeless	Smokeless includes: chew, dip, snuff, moist, <i>snus</i>
03-02-00		Cigars	
03-03-00		Papers	
03-04-00		Pipes	
03-05-00		Pipe/Cigarette Tobacco	
03-06-00		Other Tobacco Products	Other Tobacco Products includes: scrap
04-00-00	Beer		
04-01-00		Super Premium	Super Premium includes: specialty beers
04-02-00		Premium	
04-03-00		Popular	
04-04-00		Budget	
04-05-00		Imports	
04-06-00		Microbrews/Craft	Microbrews/Craft includes: regional breweries
04-07-00		Malt Liquor	
04-08-00		Non-alcoholic	
04-09-00		Flavored Malt	Flavored Malt includes: hard cider, hard lemonade, malt-based coolers
05-00-00	Wine		
05-01-00		Table/Varietal Wine	
05-02-00		Champagne/Sparkling Wine	
05-03-00		Coolers/Wine Cocktails	
05-04-00		Fortified Wine	Fortified Wine includes: high alcohol content wine
06-00-00	Liquor		
06-01-00		Distilled Spirits	
06-02-00		Prepared Cocktails	
06-03-00		Cordials/Brandy/Cognac	

Number	Category	Sub-category	Descriptors
07-00-00	Packaged Beverages (Non-alcoholic)		<i>Bottle deposits should be attributed to the category.</i>
07-01-00		Carbonated Soft Drinks	Carbonated Soft Drinks includes: club soda, tonic water, mixes
07-02-00		Iced Tea (Ready-to-drink)	
07-03-00		Sports Drinks	
07-04-00		Juice/Juice Drinks	Juice/Juice Drinks includes: 100% juice, 100% fruit juice drinks, vegetable drinks, canned/juice box beverages
07-05-00		Bottled Water	Bottled Water includes: carbonated, still, flavored (non-fortified)
07-06-00		Other Packaged Beverages (Non-alcoholic)	Other Packaged Beverages (NA) includes: chocolate drinks, coffee drinks, diet supplements
07-07-00		Alternative	Alternative includes: <i>nutraceuticals, energy and relaxation drinks over 4 oz.</i>
<i>07-08-00</i>		<i>Enhanced Water</i>	<i>Fortified and aquaceutical (including vitamin enhancements)</i>
08-00-00	Candy		
08-01-00		Gum	
08-02-00		Candy Rolls, Mints, Drops	
08-03-00		Chocolate Bars/Packs	
08-04-00		Non-chocolate Bars/Packs	
08-05-00		Bagged or Repacked Peg Candy	
08-06-00		Novelties/Seasonal	Novelties/Seasonal includes: Valentine's Day, Halloween candy, packaged candy with toy
08-07-00		Change Makers/Penny Counter Goods	
08-08-00		Bulk Candy	
09-00-00	Fluid Milk Products	Each sub-category contains single-serve and take-home SKUs	
09-01-00		Whole Milk	
09-02-00		2% Milk	
09-03-00		1% Milk	
09-04-00		Skim/Non Fat Milk	Skim/Non Fat includes: 1/2% milk
09-05-00		Flavored Milk	
09-06-00		Cream/Creamer Products	
09-07-00		Other Ready-to-drink Fluid Milk Products	Other Ready-to-drink Fluid Milk Products includes: aseptic milk, lactose-free milk, soy-based products
10-00-00	Other Dairy & Deli Products		
10-01-00		Packaged Cheese	
10-02-00		Eggs	
10-03-00		Butter/Margarine	
10-04-00		Cottage/Cream Cheese/Sour Cream	
10-05-00		Yogurt	
10-06-00		Other Dairy	Other Dairy includes: refrigerated dips, pudding, gelatin, cheese spreads
10-07-00		Packaged Luncheon Meat	Luncheon Meat includes: sandwich meats, e.g., bologna, ham, turkey
10-08-00		Other Packaged Meats	Other Packaged Meats includes: hot dogs, bacon, sausage
10-09-00		Lunch Packs	Lunch Packs are boxed lunches containing single servings of luncheon meat, cheese, bread/crackers, etc.

Number	Category	Sub-category	Descriptors
11-00-00	Commissary & Other Packaged Products		
11-01-00		Sandwiches	Sandwiches includes: Pre-packaged sandwiches/wraps
11-05-00		Salads & Sides	Other Packaged Products includes: packaged salads, pickles
11-06-00		Thaw, Heat & Eat	Thaw, Heat & Eat includes: burritos, pizza
11-07-00		Meals Ready-to-Eat	Meals Ready-to-Eat includes: soups, home meal replacement
12-00-00	Packaged Ice Cream/Novelties		
12-01-00		Premium Ice Cream	
12-02-00		Ice Cream	
12-03-00		Frozen Yogurt/Sherbet/Sorbet	
12-04-00		Frozen Novelties	
13-00-00	Frozen Foods		
13-01-00		Frozen Dinners/Entrees/Meals	
13-02-00		Frozen Pizza	
13-03-00		Other Frozen Foods	
14-00-00	Packaged Bread	Packaged Bread includes: bread, buns, rolls, English muffins, bagels	
15-00-00	Salty Snacks		
15-01-00		Potato Chips	Potato Chips includes: DSD and warehouse potato chips/potato crisp products packaged in bags, boxes or canisters
15-02-00		Tortilla/Corn Chips	
15-03-00		Pretzels	
15-04-00		Nuts/Seeds	
15-05-00		Packaged Ready-to-eat Popcorn	Packaged Ready-to-eat Popcorn includes: flavored popcorn, carmel corn
15-06-00		Crackers	
15-07-00		Other Salty Snacks	Other Salty Snacks includes: pork rinds
<i>15-08-00</i>		<i>Puffed Cheese</i>	<i>Cheese curls, cheese puffs, cheese balls, etc.</i>
<i>15-09-00</i>		<i>Mixed</i>	<i>Mix of cereal, chips, pretzels, hard bread sticks, crackers, nuts, seeds, etc.</i>
16-00-00	Packaged Sweet Snacks	Packaged Sweet Snacks includes: DSD baked items	
16-01-00		Snack Cakes/Pastries/Desserts	Desserts includes: candied apples
16-02-00		Muffins/Donuts	
16-03-00		Cookies	
17-00-00	Alternative Snacks		
17-01-00		Meat Snacks	
17-02-00		Granola/Fruit Snacks	
17-03-00		Health/Energy Bars	Health/Energy Bars include: meal replacement, <i>high protein</i> , health, diet, energy, cereal, nutritional bars
17-04-00		Other Alternative Snacks	Other Alternative Snacks includes: rice cakes, trail mix, yogurt raisins, chocolate/yogurt pretzels
18-00-00	Perishable Grocery	Perishable Groceries are bulk or random weight	
18-01-00		Fruits	
18-02-00		Vegetables	
18-03-00		Service Deli Meats	
18-04-00		Service Deli Cheese	
18-05-00		Service Deli Salads	
18-06-00		Other Service Deli	

Number	Category	Sub-category	Descriptors
19-00-00	Edible Grocery		
19-01-00		Packaged Coffee/Tea	Packaged Coffee/Tea includes: coffee whitener
19-02-00		Breakfast Cereal	Breakfast Cereal includes: single-serve items
19-03-00		Condiments	
19-04-00		Other Edible Grocery	Other Edible Grocery includes: canned/dry soup, canned fruit/vegetables, pasta, other boxed food items, non-refrigerated dips (does not include canned/aseptic juice)
20-00-00	Non-edible Grocery		
20-01-00		Laundry Care	Laundry Care includes: laundry detergent, fabric softener, dryer sheets, etc.
20-02-00		Dish Care	Dish Care includes: dish soap, automatic dishwashing detergent, dishwasher additives
20-03-00		Household Care	Household Care includes: cleaners, freshener, insecticides
20-04-00		Paper/Plastic/Foil Products	Paper/Plastic/Foil Products includes: paper towels, napkins, facial tissue, paper plates/cups, plastic cutlery, plastic bags/wraps
20-05-00		Pet Care	Pet Care includes: pet food, pet accessories
20-06-00		Other Non-edible Grocery	
21-00-00	Health & Beauty Care		
21-01-00		Analgesics	
21-02-00		Cough & Cold Remedies	Cough & Cold Remedies include: cough drops
21-03-00		Stomach Remedies	Stomach Remedies include: antacids
21-04-00		Vitamins/Supplements	Vitamins/Supplements (non-liquid) includes: herbal remedies
21-05-00		Other Internal OTC Medications	Other Internal OTC Medications includes: sleeping aids, stimulants
21-06-00		Grooming Aids	Grooming Aids includes: shampoo/hair care, oral care, deodorants, personal soap, shaving needs
21-07-00		Feminine Hygiene	Feminine Hygiene includes: tampons, pads
21-08-00		Family Planning	Family Planning includes: contraceptives, pregnancy kits
21-09-00		Baby Care	Baby Care includes: baby food/formula, diapers, wipes, ointments, etc.
21-10-00		Skin Care/Lotions/External Care	Skin Care/Lotions/External Care includes: eye care, lip care, first aid, skin care, etc.
21-11-00		Cosmetics	
21-12-00		Other HBC	
21-13-00		<i>Liquid Vitamins, Supplements & Energy Shots</i>	<i>4 oz. or less</i>
21-14-00		<i>Smoking Cessation</i>	<i>Nicotine replacement includes: chewing gum, skin patches, lozenges, etc.</i>
22-00-00	General Merchandise		
22-02-00		Batteries	
22-03-00		Film/Photo	
22-04-00		School/Office Supplies	
22-05-00		Greeting/Gift/Novelties/Toys/Recreational Equipment	Recreational Equipment includes: frisbees, tennis balls, fishing tackle
22-06-00		Trading Cards	
22-07-00		Wearables/Apparel	Wearables/Apparel includes: hosiery, gloves, caps, sunglasses

Number	Category	Sub-category	Descriptors
22-08-00		Smoking Accessories	Smoking Accessories includes: pipe cleaners, lighters, lighter fluid, flints
22-09-00		Video/Audio Tapes	
22-10-00		Hardware/Tools/Housewares	
22-11-00		Floral	
22-12-00		Seasonal	Seasonal includes: softener salt, charcoal/logs, lawn & garden, ice chest
22-13-00		Other GM	
22-14-00		Telecommunications Hardware	Telecommunications Hardware includes: cell phones, beepers, accessories
22-15-00		Propane Exchanges	
23-00-00	Publications		
23-01-00		Newspapers	
23-02-00		Magazines/Tabloids	
23-03-00		Adult Magazines	
23-04-00		Paperbacks/Books	
23-05-00		Comics	
23-06-00		Traders	
23-07-00		Maps	
23-08-00		Other Publications	Other Publications includes: crossword puzzle publications, horoscope products, calorie counters, etc.
24-00-00	Automotive Products		
24-01-00		Motor Oil	
24-02-00		Anti-freeze/Coolants/Window Solvents	
24-03-00		Transmission/Brake Fluids	
24-04-00		Car Care	Car Care includes: wax, cleaners, air fresheners, ice scrapers
24-05-00		Other Additives	Other Additives includes: engine treatments, gas treatments
25-00-00	Automotive Services		
25-01-00		Lube/Oil Change	
25-02-00		Vacuum/Air/Water	(Fee Income Only)
25-03-00		Car Wash	
25-04-00		Auto Repair	
25-05-00		Inspection Services	Inspection Services includes: smog checks, brake checks
25-06-00		Other Automotive Services	
26-00-00	Store Services (Other Income — Fee-based only)		Not a merchandise category.
26-01-00		Pay Phones	
26-02-00		Video Rental	
26-03-00		Money Orders/Money Grams	
26-04-00		Check Cashing	
26-05-00		ATM	
26-06-00		Copy/Fax	
26-07-00		Postal/UPS	
26-08-00		Vending	
26-09-00		Tickets	
26-10-00		Home Delivery	
26-11-00		Amusements	Amusements includes: video games, pinball

Number	Category	Sub-category	Descriptors		
26-12-00		Licenses	Licenses includes: hunting/fishing licenses		
26-13-00		Other Store Services	Other Store Services includes: showers		
26-14-00		Pre-paid Cards (Fee-only)	Prepaid cards that are fee-based only, based on a percentage or fixed fee. It may not be recorded as a sale.		
27-00-00	Lottery/Gaming (Commissions/Fee Income Only)				
27-01-00		Lotto			
27-02-00		Scratch Tickets			
27-03-00		Video Gaming Revenue			
27-04-00		Slot Machine Revenue			
28-00-00	Ice				
29-00-00	Foodservice Prepared On-site		Franchised/ Licensed	Proprietary/ Control Brand	Manufacturer Brand
29-01-00		Chicken	29-01-01	29-01-02	29-01-03
29-02-00		Mexican	29-02-01	29-02-02	29-02-03
29-03-00		Pizza	29-03-01	29-03-02	29-03-03
29-04-00		Seafood	29-04-01	29-04-02	29-04-03
29-05-00		Hot Dogs/Roller Grill Products	29-05-01	29-05-02	29-05-03
29-06-00		Hamburgers	29-06-01	29-06-02	29-06-03
29-07-00		Sandwiches/Wraps	29-07-01	29-07-02	29-07-03
29-08-00		Frozen Treats	29-08-01	29-08-02	29-08-03
29-09-00		Bakery	29-09-01	29-09-02	29-09-03
29-10-00		Soup and Salad	29-10-01	29-10-02	29-10-03
29-11-00		Other Cuisine	29-11-01	29-11-02	29-11-03
30-00-00	Hot Dispensed Beverages				
30-01-00		Coffee			
30-02-00		Hot Tea			
30-03-00		Hot Chocolate			
30-04-00		Cappuccino/Specialty Coffee Drinks	Cappuccino/Specialty Coffee Drinks includes: latte, (does <u>not</u> include iced coffee)		
30-05-00		Refills			
30-06-00		Coffee Club Mugs	Coffee Club Mugs includes: reusable hot beverage mugs/containers sold with hot beverage		
30-07-00		Other Hot Dispensed Beverages	Other Hot Dispensed Beverages includes: hot cider, etc.		
31-00-00	Cold Dispensed Beverages				
31-01-00		Fountain–Carbonated			
31-02-00		Fountain–Non-carbonated	Fountain Non-carbonated includes: tea, lemonade, cold cider		
31-03-00		Fountain–Sports Drinks			
31-04-00		Refills			
31-05-00		Fountain Club Mugs	Fountain Club Mugs includes: reusable value-added cups sold with cold beverage		
31-06-00		Other Cold Dispensed Beverages	Other Cold Dispensed Beverages includes: iced coffee/iced cappuccino/iced latte		
32-00-00	Frozen Dispensed Beverages				
32-01-00		Frozen Carbonated Beverages			
32-02-00		Frozen Non-Carbonated	Frozen Non-carbonated includes: slush, frozen cappuccino		

Number	Category	Sub-category	Descriptors
33-00-00	Pre-paid Cards		
33-01-00		Pre-paid Telecommunications	Pre-paid Telecommunications include: phone cards, beepers, cell phones, phone services, wireless, long-distance
33-02-00		Other Pre-paid Cards	Other Pre-paid Cards include: stored-value, gift, floral cards that book the full revenue as a sale.
98-00-00	Service Charges	Service Charges include: fuel surcharge, handheld device surcharge, special delivery charges	
99-00-00	Store Use/Supply		

Note: Numbers 1-80 are reserved for NACS use.

Need More Information?

For more information about the category definitions or the numbering scheme contact Leroy Kelsey, 703-518-4255 or e-mail lkelsey@nacsonline.com. To obtain additional copies of this document, go to www.nacsonline.com.