

NACS Category Definitions

Version 7.2

The NACS Research 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 and subcategory 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. NACS emphasizes that a product's inclusion in one of the categories set forth has NO meaning, express or implied, other than uniformity of treatment for benchmarking and comparative performance purposes.

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 digital business to business (DB2B) initiatives;
2. Assist in the deployment of NACS DB2B 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 DB2B 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 and 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 Guide" section.



Category Definition and 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 subcategory 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 subcategories 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 breakout of “subcategory” definition is left to the retailers’ discretion and is not required by this suggested implementation.

Changes from Version 7.1 to Version 7.2

Changes from Version 7.1 include:

Packaged Beverages: The Alternative Subcategory name was changed to Energy Drinks, and the subcategory now will include only energy drinks more than 4 ounces. Relaxation drinks and neutraceuticals now are classified under the Other Packaged Beverages subcategory.

Category Numbers and Definitions (Version 7.2)

The hyphens shown are for easier readability. They are not recommended for implementation.

NUMBER	CATEGORY	SUBCATEGORY	EXAMPLES
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	
01-08-00		Ethanol	E20, E30, E85
01-09-00		Biodiesel	B5, B20
02-00-00	CIGARETTES		
02-01-00		Premium	
02-02-00		Branded Discount	
02-03-00		Subgeneric Private Label	
02-04-00		Imports	
02-05-00		Fourth Tier	
03-00-00	OTHER TOBACCO PRODUCTS		
03-01-00		Smokeless	Chew, dip, snuff, moist, snus
03-02-00		Cigars	
03-03-00		Papers	
03-04-00		Pipes	
03-05-00		Pipe/Cigarette Tobacco	
03-06-00		Other Tobacco	
03-07-00		E-cigarettes	
04-00-00	BEER		
04-01-00		Super Premium	Specialty beers
04-02-00		Premium	
04-03-00		Popular	
04-04-00		Budget	
04-05-00		Imports	
04-06-00		Microbrews/Craft	Regional beers
04-07-00		Malt Liquor	
04-08-00		Non-alcoholic	
04-09-00		Flavored Malt	Hard cider, hard lemonade, malt-based coolers



NUMBER	CATEGORY	SUBCATEGORY	EXAMPLES
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	High-alcohol content wine
05-05-00		Other Wine	
06-00-00		LIQUOR	
06-01-00		Distilled Spirits	
06-02-00		Prepared Cocktails	
06-03-00		Cordials/Brandy/Cognac	
06-04-00		Cocktail Mixes	Non-alcoholic mixes
06-05-00		Other Liquor	
07-00-00		PACKAGED BEVERAGES (NON-ALCOHOLIC)	<i>Bottle deposits should be attributed to the category.</i>
07-01-00		Carbonated Soft Drinks	Club soda, tonic water
07-02-00		Iced Tea (Ready-to-drink)	
07-03-00		Sports Drinks	
07-04-00		Juice/Juice Drinks	100% juice, 100% fruit juice drinks, vegetable drinks, canned/juice box beverages
07-05-00		Bottled Water	Carbonated, still, flavored (non-fortified)
07-06-00		Other Packaged Beverages (Non-alcoholic)	Chocolate drinks, coffee drinks, diet supplements, nutraceuticals, relaxation drinks
07-07-00		Energy Drinks	
07-08-00		Enhanced Water	Fortified and aquaceutical (including vitamin enhancements)
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	Valentine's Day, Halloween candy, packaged candy with toy
08-07-00		Change Makers/Penny Counter Goods	
08-08-00		Bulk Candy	

NUMBER	CATEGORY	SUBCATEGORY	EXAMPLES
09-00-00	FLUID MILK PRODUCTS		
09-01-00		Whole Milk	
09-02-00		2% Milk	
09-03-00		1% Milk	
09-04-00		Skim/Nonfat Milk	1/2% milk
09-05-00		Flavored Milk	Chocolate milk
09-06-00		Cream/Creamer Products	
09-07-00		Other Ready-to-drink Fluid Milk Products	Aseptic milk, lactose-free milk, soy-based products
10-00-00	OTHER DAIRY AND 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	Refrigerated dips, pudding, gelatin, cheese spreads
10-07-00		Packaged Luncheon Meat	Sandwich meats
10-08-00		Other Packaged Meats	Hot dogs, bacon, sausage
10-09-00		Lunch Packs	Boxed lunches containing single servings of luncheon meat, cheese, bread/crackers
11-00-00	COMMISSARY AND OTHER PACKAGED PRODUCTS		
11-01-00		Sandwiches	Pre-packaged sandwiches/wraps
11-05-00		Salads and Sides	Packaged salads, pickles, pre-packaged hard-boiled eggs, packaged cut fruit/vegetables
11-06-00		Thaw, Heat and Eat	Burritos, pizza
11-07-00		Meals Ready-to-Eat	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	



NUMBER	CATEGORY	SUBCATEGORY	EXAMPLES
14-00-00	PACKAGED BREAD		
14-00-00		No Subcategory	Bread, buns, rolls, English muffins, bagels
15-00-00	SALTY SNACKS		
15-01-00		Potato Chips	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	Flavored popcorn, caramel corn
15-06-00		Crackers	
15-07-00		Other Salty Snacks	Pork rinds, vegetable chips
15-08-00		Puffed Cheese	Cheese curls, cheese puffs, cheese balls
15-09-00		Mixed	Mix of cereal, chips, pretzels, hard bread sticks, crackers, nuts, seeds
16-00-00	PACKAGED SWEET SNACKS	<i>DSD baked items</i>	
16-01-00		Snack Cakes/Pastries/Desserts	
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/Protein Bars	Meal replacement, high protein, health, diet, energy, cereal, nutritional bars
17-04-00		Other Alternative Snacks	Rice cakes, trail mix, yogurt raisins, chocolate/yogurt pretzels
18-00-00	PERISHABLE GROCERY	<i>Perishable groceries are bulk or random weight.</i>	
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	SUBCATEGORY	EXAMPLES
19-00-00	EDIBLE GROCERY		
19-01-00		Packaged Coffee/Tea	Coffee whitener
19-02-00		Breakfast Cereal	Single-serve items
19-03-00		Condiments	
19-04-00		Other Edible Grocery	Canned/dry soup, canned fruit/vegetables, pasta, other boxed food items, non-refrigerated dips (does not include canned/aseptic juice)
19-05-00		Water/Beverage Enhancers	Powdered beverage mixes and liquid concentrates
20-00-00	NON-EDIBLE GROCERY		
20-01-00		Laundry Care	Laundry detergent, fabric softener, dryer sheets
20-02-00		Dish Care	Dish soap, automatic dishwashing detergent, dishwasher additives
20-03-00		Household Care	Cleaners, freshener, insecticides
20-04-00		Paper/Plastic/Foil Products	Paper towels, napkins, facial tissue, paper plates/cups, plastic cutlery, plastic bags/wraps
20-05-00		Pet Care	Pet food, pet accessories
20-06-00		Other Non-edible Grocery	
21-00-00	HEALTH AND BEAUTY CARE		
21-01-00		Analgesics	
21-02-00		Cough and Cold Remedies	Cough drops
21-03-00		Stomach Remedies	Antacids
21-04-00		Vitamins/Supplements	Herbal remedies
21-05-00		Other Internal OTC Medications	Sleeping aids, stimulants
21-06-00		Grooming Aids	Shampoo/hair care, oral care, deodorants, personal soap, shaving needs
21-07-00		Feminine Hygiene	Tampons, pads
21-08-00		Family Planning	Contraceptives, pregnancy kits
21-09-00		Baby Care	Baby food/formula, diapers, wipes, ointments
21-10-00		Skin Care/Lotions/External Care	Eye care, lip care, first aid, skin care
21-11-00		Cosmetics	
21-12-00		Other HBC	
21-13-00		Liquid Vitamins, Supplements and Energy Shots	4 ounces or less
21-14-00		Smoking Cessation	Chewing gum, skin patches, lozenges



NUMBER	CATEGORY	SUBCATEGORY	EXAMPLES
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	Frisbees, tennis balls, fishing tackle
22-06-00		Trading Cards	
22-07-00		Wearables/Apparel	Hosiery, gloves, caps, sunglasses
22-08-00		Smoking Accessories	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	Softener salt, charcoal/logs, lawn and garden, ice chests
22-13-00		Other GM	
22-14-00		Telecommunications Hardware	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	Crossword puzzle publications, horoscope products, calorie counters
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	Wax, cleaners, air fresheners, ice scrapers
24-05-00		Other Additives	Engine treatments, gas treatments
24-06-00		Other Automotive	Fuses, gas cans, light bulbs, tools, emergency items

NUMBER	CATEGORY	SUBCATEGORY	EXAMPLES
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	Smog checks, brake checks
25-06-00		Other Automotive Services	
26-00-00	STORE SERVICES (OTHER INCOME — FEE-BASED ONLY)	<i>Not a merchandise category.</i>	
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	Video games, pinball
26-12-00		Licenses	Hunting/fishing licenses
26-13-00		Other Store Services	Showers
26-14-00		Pre-paid Cards (Fee-only)	Prepaid cards that are fee-based only and based on a percentage or fixed fee. 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		



NUMBER	CATEGORY	SUBCATEGORY	EXAMPLES		
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	Latte (does not include iced coffee)		
30-05-00		Refills			
30-06-00		Coffee Club Mugs	Reusable hot beverage mugs/ containers sold with hot beverages		
30-07-00		Other Hot Dispensed Beverages	Hot cider		
31-00-00	COLD DISPENSED BEVERAGES				
31-01-00		Fountain-Carbonated			
31-02-00		Fountain-Non-carbonated	Tea, lemonade, cold cider		
31-03-00		Fountain-Sports Drinks			
31-04-00		Refills			
31-05-00		Fountain Club Mugs	Reusable value-added cups sold with cold beverage		
31-06-00		Other Cold Dispensed Beverages	Iced coffee, iced cappuccino, iced latte, cold brew coffee		
32-00-00	FROZEN DISPENSED BEVERAGES				
32-01-00		Frozen Carbonated Beverages			
32-02-00		Frozen Non-Carbonated	Slush, frozen cappuccino		

NUMBER	CATEGORY	SUBCATEGORY	EXAMPLES
33-00-00	PREPAID CARDS		
33-01-00		Prepaid Telecommunications	Phone cards, beepers, cell phones, phone services, wireless, long-distance
33-02-00		Other Prepaid Cards	Stored-value, gift, floral cards that book the full revenue as a sale
98-00-00	SERVICE CHARGES		
98-01-00		No Subcategory	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 **Jayme Gough** at **(703) 518-4226** or email **jgough@convenience.org** To obtain additional copies of this document, visit convenience.org/categorydefinitions.