



**DEFENSE COMMISSARY AGENCY  
HEADQUARTERS AND SUPPORT CENTER  
1300 EISENHOWER AVENUE  
FORT GREGG-ADAMS, VIRGINIA 23801-1800**

MPS

December 4, 2024

NOTICE TO THE TRADE – DeCA NOTICE 25-11

SUBJECT: Category Review Schedule

The purpose of this notice is to inform the industry about the 2025 Category Review Schedule.

Attached is a summary of the scheduled start dates for each Category Team's category and/or business reviews for 2025. You will receive an NTT notification regarding the review at least 30 days prior to the start date. This notification will include specific details related to the category being reviewed.

For any questions regarding this notice, please get in touch with the appropriate Category Managers.

Iveena Henderson  
Acting Director of Sales

Attachments:  
As stated

Category Manager	Merchandising Specialist	Category Code & Description	Category Role	Review Scale	Target Start
Iveena Henderson	Daniel Kinstetter	06300 ISOTONICS	Impulse	Major	January
Iveena Henderson	Johnathan Harris	06450 KETCHUP_MUSTARD	Pickup/Impulse	Major	January
Iveena Henderson	Johnathan Harris	00650 BBQ_HOT_STEAK_WORCS ALL SAUCES	Pickup/Impulse	Major	January
Darrell Clary	Cheryl Brown	03800 Dog Dry	Destination	Major	January
Darrell Clary	Rebekah Fine	00450 BABY FORMULA	Traffic Driver	Major	January
Iveena Henderson	Kirsten O'Neill	03230 CRACKERS	Basket Builder	Major	February
Iveena Henderson	Kevin Newborn	05600 INTERNATIONAL	Occasional	Major	February
Iveena Henderson	Kevin Newborn	05550 GERMAN	Occasional	Major	February
Iveena Henderson	Loretta Williams	01100 CANISTER SNACKS	Impulse	Major	February
Jessica Stables	Donita Higgins	10250 WATER	Traffic Driver	Major	February
Jessica Stables	Joseph Burrill	02150 CHILL-COLD CUTS	Traffic Driver	Major	February
Jessica Stables	TBD	02900 CHILL_YOGURT	Destination	Major	February
Darrell Clary	Patricia Sykes	06050 INSECT & BUG REPELLENT	Convenience	Major	February
Darrell Clary	Rebekah Fine	03550 DIAPERS_TRAINING PANTS	Flagship	Major	February
Darrell Clary	Ruth Mereus	00905 BREAD ALL COMBINED	Flagship	Evaluation	February
Darrell Clary	Audrey Callen	850 BLEACH/PRE-WASH/STARCH	Convenience	Major	February
Darrell Clary	Ruth Mereus	07150 ORAL CARE	Flagship	Major	February
Darrell Clary	Ruth Mereus	09650 SWEET GOODS	Flagship	Evaluation	February
Darrell Clary	Audrey Callen	500 BAGS/WRAPS/FOIL/CONTAINERS	Destination	Evaluation	March
Darrell Clary	Ruth Mereus	00050 ADULT INCONTINENCE	Traffic Driver	Evaluation	March
Darrell Clary	Rebekah Fine	10200 VITAMINS	Flagship	Major	March
Darrell Clary	Cheryl Brown	03700 Dog Chill	Convenience	Major	March
Darrell Clary	Cheryl Brown	03750 Dog Can	Destination	Major	March
Jessica Stables	Donita Higgins	00750 BEVERAGE (POWDERED)	Basket Builder	Major	March
Jessica Stables	Donita Higgins	06900 MIXERS	Convenience	Major	March
Iveena Henderson	Daniel Kinstetter	06150 JUICE-APPLE_CIDER	Destination	Major	April
Iveena Henderson	Agnieszka Szmeterling	07300 PANCAKE MIX_SYRUP_MOLASSES	Convenience	Major	April
Iveena Henderson	Johnathan Harris	05400 FRUIT-CAN_JAR	Basket Builder	Major	April
Iveena Henderson	Kevin Newborn	03900 SALAD DRESSING_MAYO_TOPPINGS	Basket Builder	Major	April
Iveena Henderson	Loretta Williams	05800 CHIPS_HEALTHY_SNACKS	Occasional	Major	April
Darrell Clary	Patricia Sykes	5950 HOUSEHOLD CLEANERS	Destination	Major	April
Darrell Clary	Audrey Callen	4000 FABRIC SOFTENER	Destination	Major	April
Darrell Clary	Audrey Callen	3500 DETERGENTS HEAVY DUTY	Destination	Evaluation	April
Darrell Clary	Cheryl Brown	03850 Dog Treats	Convenience	Major	May
Darrell Clary	Ruth Mereus	08600 SHAMPOO_CONDITIONERS_HAIR CARE_ETHNIC	Flagship	Major	May
Darrell Clary	Audrey Callen	1400 CHARCOAL/LIGHTERS/MATCHES	Traffic Driver	Major	May
Darrell Clary	Rebekah Fine	00400 BABY FOODS_JUICE	Flagship	Major	May
Jessica Stables	TBD	01850 CHILL_MILK_ALTERNATIVES - COFFEE CREAMER	Destination	Major	May
Jessica Stables	Johnny Stewart	04850 FROZEN_MEATLESS	Destination	Major	June

Iveena Henderson	Kirsten O'Neill	05700 GRANOLA BARS_DRIED FRUIT SNACKS	Basket Builder	Major	June
Iveena Henderson	Kirsten O'Neill	05700 GRANOLA BARS_DRIED FRUIT SNACKS	Basket Builder	Major	June
Iveena Henderson	Daniel Kinstetter	07450 PEANUT BUTTER	Basket Builder	Major	June
Iveena Henderson	Kevin Newborn	09250 SOUP-CAN_DRY	Basket Builder	Major	June
Iveena Henderson	Lisa McWilliams	00250 ASIAN FOODS	Destination	Major	June
Darrell Clary	Audrey Callen	3350 PICNICWARE	Destination	Major	June
Darrell Clary	Ruth Mereus	04050 FEMININE HYGIENE	Traffic Driver	Major	June
Darrell Clary	Rebekah Fine	00150 ANALGESICS	Flagship	Major	June
Darrell Clary	Rebekah Fine	00200 ANTACIDS_LAXATIVES	Occasional	Major	June
Darrell Clary	Patricia Sykes	00100 AIR FRESHENER- CARPET	Destination	Major	June
Darrell Clary	Rebekah Fine	04105 EYE CARE	Traffic Driver	Major	July
Darrell Clary	Rebekah Fine	04135 FIRST AID	Traffic Driver	Major	July
Darrell Clary	Rebekah Fine	04250 FOOT CARE	Traffic Driver	Major	July
Darrell Clary	Audrey Callen	09690 TAPE_WRAP	Destination	Major	July
Darrell Clary	Cheryl Brown	01200 Cat Dry	Destination	Major	July
Darrell Clary	Cheryl Brown	01150 Cat Can	Destination	Major	July
Darrell Clary	Cheryl Brown	01250 Cat Litter	Convenience	Major	July
Darrell Clary	Ruth Mereus	00900 BODY WASH PERSONAL	Traffic Driver	Major	July
Darrell Clary	Ruth Mereus	08950 SKIN CARE	Traffic Driver	Evaluation	July
Iveena Henderson	Agnieszka Szmeterling	03000 CHOC SYRUP HOT CHOC BREAKFAST DRINKABLE	Traffic Driver	Major	July
Iveena Henderson	Johnathan Harris	10100 VEGETABLES CAN_JAR_MUSHROOMS	Basket Builder	Major	July
Iveena Henderson	Loretta Williams	07650 POPCORN (PRE-POPPED)	Impulse	Major	July
Jessica Stables	Johnny Stewart	04550 FROZEN CHICKEN_PREPARED	Destination	Major	July
Jessica Stables	Johnny Stewart	04800 FROZEN INTERNATIONAL	Destination	Major	August
Jessica Stables	TBD	02000 CHILL_JUICE_DRINKS_TEA	Traffic Driver	Major	August
Darrell Clary	Ruth Mereus	08650 SHAVING	Flagship	Major	August
Darrell Clary	Ruth Mereus	03450 DEODORANT	Traffic Driver	Major	August
Darrell Clary	Patricia Sykes	10350 FLOORCARE	Traffic Driver	Major	August
Darrell Clary	Patricia Sykes	03650 DISH-GLOVES-SPONGES	Destination	Major	September
Darrell Clary	Rebekah Fine	00375 BABY WIPES	Traffic Driver	Major	September
Darrell Clary	Rebekah Fine	00390 CHILDRENS HEALTH AND WELLNESS	Traffic Driver	Major	September
Darrell Clary	Audrey Callen	4200 FOIL PANS	Convenience	Major	September
Darrell Clary	Cheryl Brown	07500 Pet Supplies	Convenience	Major	September
Darrell Clary	Cheryl Brown	00800 Birdseed	Convenience	Major	September
Darrell Clary	Audrey Callen	10050 TOWELS PAPER	Destination	Evaluation	September
Darrell Clary	Audrey Callen	6950 NAPKINS PAPER	Convenience	Evaluation	September
Iveena Henderson	Lisa McWilliams	09050 SNACKS-MISC & MEAT	Impulse	Major	September
Iveena Henderson	Kirsten O'Neill	03250 CRACKERS - SNACK	Basket Builder	Major	October
Jessica Stables	TBD	01450 CHILL_BUTTER	Basket Builder	Major	October

Darrell Clary	Rebekah Fine	07050 NUTRITION- DIET_ADULT_FOODS	Basket Builder	Major	October
Darrell Clary	Audrey Callen	6650 LIGHT BULBS	Convenience	Major	October
Jessica Stables	Johnny Stewart	05150 FROZEN PREPARED MEALS	Basket Builder	Major	November
Jessica Stables	Johnny Stewart	05250 FROZEN SNACKS	Basket Builder	Major	December
Darrell Clary	Audrey Callen	600 BATTERIES	Destination	Evaluation	December
Darrell Clary	Audrey Callen	9800 BATHROOM TISSUE	Destination	Evaluation	December
Darrell Clary	Audrey Callen	6500 SILVER SHOE RACK	Convenience	Evaluation	TBA; NEW CATEGORY