



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

December 4, 2025

NOTICE TO THE TRADE – DeCA NOTICE 26-16

SUBJECT: Category Review Notification – Frozen Breakfast

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Frozen Breakfast in January 2026. In accordance with Notice to the Trade 26-05 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Supplier/Broker: TYSON FOODS/OSCWEB CO  
Category Validator Broker: EURPAC

Appointments/Presentations will be held on January 13, 15, & 21, 2026. Appointment requests must be submitted no later than January 5, 2026.

All files larger than 5 MB should be uploaded to the DoD SAFE at the following website: <https://safe.apps.mil>. This review is open for current and potential new vendors seeking business opportunities with DeCA. The attached template identifies the categories to be reviewed, category review objectives, and relevant information.

Questions regarding this review and appointment requests may be directed to:

- Mr. Johnny Stewart, Merchandising Specialist, at [Johnny.stewart@deca.mil](mailto:Johnny.stewart@deca.mil) or 804-734-8000 extension 48930
- Ms. Jessica Stables, Category Manager, at [jessica.stables@deca.mil](mailto:jessica.stables@deca.mil) or 804-734-8000 extension 48135.

Robert B. Culbreth  
Director of Sales, Non-Fresh

Attachments:  
As stated,

## CATEGORY PLAN

### Category:

Universe of Items Included (e.g. D/C/G codes) :

Planogram Name / Number\*:

\*Category definition based on current and previous published planograms (to include items that have been phased out).

Regional items (Include / Exclude):

Optional items (Include / Exclude):

One-time buy/seasonal items (Include / Exclude):

Club packs (Include / Exclude):

Category Segmentation (if different than D/C/G codes identified above):

### Category Evaluation Month (MM/YYYY):

Date Last Completed (MM/YYYY):

### Category Manager:

### Implementation / Scorecard to be Managed by:

Category Role (e.g. Destination, Routine, Convenience) :

### Marketing Strategy:

To be determined by Industry/DeCA during Evaluation. Discussion to include, but not limited to, topics below:

Number of Promotions Per Year:

Seasonal Promotions?:

Theme Event?

Method (i.e. Mandate):

### Category Objectives:

### Special Factors/Notes:

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

### Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K4 (e.g. 12ft)

K3 (e.g. 12ft)

K2 (e.g. 12ft)

K1 (e.g. 8ft)

Preferred Period Ending for Data (MM/YYYY):

Preferred Timeframe for Data (e.g. 26 Weeks)

Data - Geography (e.g. Worldwide, ConUS)

Primary Ranking of Data (Packages, Dollars)

Secondary Ranking of Data (Packages, Dollars):

Comparison Retail Market (e.g. All Other Channels\*\*, Remaining Markets)

Review Milestones

NTT Release

Vendor Presentations

Results Published

New Item Start Date

New Items in Distributor by

POG's Published

Store Resets Start

Comments

FROZEN BREAKFAST

04450

Exclude

Include

Include

Include

January 2026

Jessica Stables

Johnny Stewart / Jessica Stables

Basket Builder

Yes

Yes

Yes

Increase sales and units for the category by using retail best practices and optimize variety while meeting pack out

Focus on new innovation while maintaining the top sellers, discuss base cost concerns ad margin

4ft and above

4ft

4ft

December 2025

13 and 52 weeks

CONUS including AK/HI

Patron Savings/Dollars/Units

ACV

RM and/or xAOC

December 3, 2025

January 13, 15, & 21 2026

February 23, 2026

April 1, 2026

April 1, 2026

April 8, 2026

April 15, 2026

