



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

December 2, 2025

NOTICE TO THE TRADE – DeCA NOTICE 26-11

SUBJECT: Category Review Notification – Hispanic Foods

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Hispanic foods 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: GENERAL MILLS/S&K  
Category Validator Broker: EURPAC

Appointments/Presentations will be held on January 12 - 14, 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 Lisa McWilliams, Merchandising Specialist, at [Lisa.McWilliams@deca.mil](mailto:Lisa.McWilliams@deca.mil) or 804-734-8000 extension 48708.

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):

HISPANIC

05850

Exclude

Include

Include

Include

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

Date Last Completed (MM/YYYY):

January 2026

**Category Manager:**

Lisa McWilliams

**Implementation / Scorecard to be Managed by:**

Lisa McWilliams

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):

Yes

Yes

Yes

**Category Objectives:**

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

**Special Factors/Notes:**

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

(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)

16ft and above

8ft

4ft

December 2025

13 and 52 weeks

CONUS including AK/HI

Patron Savings/Dollars/Units

ACV

RM and/or xAOC

Review Milestones

NTT Release

December 2025

Vendor Presentations

January 12-14, 2026,

Results Published

February 6, 2026

New Item Start Date

February 16, 2026

New Items in Distributor by

March 16, 2026

POG's Published

March 23, 2026

Store Resets Start

March 30, 2026

Comments