



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

December 2, 2025

NOTICE TO THE TRADE – DeCA NOTICE 26-12

SUBJECT: Category Review Notification – Soda Premium

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Soda Premium 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: PEPSI
Category Validator Broker: EURPAC

Appointments/Presentations will be held on January 19 - 22, 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 Kevin Newborn, Merchandising Specialist, at Kevin.Newborn@deca.mil or 804-734-8000 extension 48661.

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):

Soda Premium

09150

Exclude

Include

Include

Include

Category Evaluation Month (MM/YYYY):

Date Last Completed (MM/YYYY):

January 2026

Category Manager:

Kevin Newborn

Implementation / Scorecard to be Managed by:

Kevin Newborn

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

Basket Builder

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)

8ft, 12ft, 16ft

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 19-22, 2026

Results Published

February 13, 2026

New Item Start Date

February 23, 2026

New Items in Distributor by

March 16, 2026

POG's Published

March 23, 2026

Store Resets Start

March 30, 2026

Comments

Soda Premium includes modern age soda