



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

MPS

December 30, 2025

NOTICE TO THE TRADE – DeCA NOTICE 26-27

SUBJECT: Category Review Notification – Pizza Dry

This notice advises Industry that the Sales Directorate will begin the category review for Pizza Dry in February 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: EURPAC
Category Validator Broker: OSCWEBCO

Appointment requests will be held between February 9-11, 2026 and must be submitted no later than January 30th, 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 Loretta Williams, Merchandising Specialist, at Loretta. Williams@deca.mil or 804-734-8000 extension 86135.

Darrell Clary
Acting Director of Sales, Non-Fresh

Attachments:
As stated

CATEGORY PLAN

Category:

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

Pizza Dry

Planogram Name / Number*:

7410

7410

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

Regional items (Include / Exclude):

Include

Optional items (Include / Exclude):

Include

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

Include

Club packs (Include / Exclude):

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

Category Evaluation Month (MM/YYYY):

February 2026

Date Last Completed (MM/YYYY):

Category Manager:

Implementation / Scorecard to be Managed by:

Loretta Williams

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

Occasional

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:

Increase sales for the category by using retail best practice, and optimize variety while meeting customer needs.

Special Factors/Notes:

Focus on new innovation while maintaining top core sellers.

(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)

4 FT

Preferred Period Ending for Data (MM/YYYY):

JANUARY 2026

Preferred Timeframe for Data (e.g 26 Weeks)

13 AND 52 Weeks

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

CONUS including AK/HI

Primary Ranking of Data (Packages, Dollars)

Dollars/Units

Secondary Ranking of Data (Packages, Dollars):

Patron Savings

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

Margin, xAOC

Review Milestones

NTT Release

January 2026

Vendor Presentations

February 9-11, 2026

Results Published

March 2, 2026

New Item Start Date

April 6, 2026

New Items in Distributor by

April 20, 2026

POG's Published

April 27, 2026

Store Resets Start

May 4, 2026

Comments