



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 26-29

SUBJECT: Category Review Notification – Dry Pasta

This notice advises Industry that the Sales Directorate will begin the category review for Dry Pasta 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: S&K
Category Validator Broker: OSCWEB

Appointment requests will be held between February 23-26, 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:	Dry Pasta
Universe of Items Included (e.g. D/C/G codes) :	7400
Planogram Name / Number*:	7400
*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):	01/2022
Category Manager:	
Implementation / Scorecard to be Managed by:	Loretta Williams
Category Role (e.g. Destination, Routine, Convenience) :	Basket Builder
Marketing Strategy:	
<i>To be determined by Industry/DeCA during Evaluation. Discussion to include, but not limited to, topics below:</i>	
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.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
Evaluation Criteria:	
Current Category POG Size (in Linear Feet):	
K4 (e.g. 12ft)	
K3 (e.g. 12ft)	16 FT & ABOVE
K2 (e.g. 12ft)	12 FT
K1 (e.g. 8ft)	8 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 17-20, 2026
Results Published	March 16, 2026
New Item Start Date	May 8, 2026
New Items in Distributor by	May 15, 2026
POG's Published	May 18, 2026
Store Resets Start	May 25, 2026
Comments	