



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

MPS

January 6, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-39

SUBJECT: Category Review Notification – Frozen Potatoes

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Frozen Potatoes 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: OSCWEBCO

Category Validator Broker: S&K Sales

Appointments/Presentations will be held on February 17-19, 2026. Appointment requests must be submitted no later than February 6, 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. Christopher Felder, Merchandising Specialist, at [christopher.felder@deca.mil](mailto:christopher.felder@deca.mil) or 804-734-8000 extension 48839 or 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

<b>Category:</b>	FROZEN POTATOES
Universe of Items Included (e.g. D/C/G codes) :	05100
Planogram Name / Number*:	
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (Include / Exclude):	Exclude
Optional items (Include / Exclude):	Include
One-time buy/seasonal items (Include / Exclude):	Include
Club packs (Include / Exclude):	Include
Category Segmentation (if different than D/C/G codes identified above):	
<b>Category Evaluation Month (MM/YYYY):</b>	<b>February 2026</b>
Date Last Completed (MM/YYYY):	
<b>Category Manager:</b>	Jessica Stables
<b>Implementation / Scorecard to be Managed by:</b>	Johnny Stewart / Jessica Stables
Category Role (e.g. Destination, Routine, Convenience) :	Basket Builder
<b>Marketing Strategy:</b>	
<i>To be determined by Industry/DeCA during Evaluation. Discussion to include, but not limited to, topics below:</i>	
Number of Promotions Per Year:	Yes
Seasonal Promotions?:	Yes
Theme Event?	Yes
Method (i.e. Mandate):	
<b>Category Objectives:</b>	Increase sales and units for the category by using retail best practices and optimize variety while meeting pack out
<b>Special Factors/Notes:</b>	Focus on new innovation while maintaining the top sellers, discuss base cost concerns ad margin
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
<b>Evaluation Criteria:</b>	
Current Category POG Size (in Linear Feet):	
K4 (e.g. 12ft)	4ft and above
K3 (e.g. 12ft)	4ft
K2 (e.g. 12ft)	4ft
K1 (e.g. 8ft)	4ft
Preferred Period Ending for Data (MM/YYYY):	December 2025
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)	Patron Savings/Dollars/Units
Secondary Ranking of Data (Packages, Dollars):	ACV
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	RM and/or xAOC
Review Milestones	
<b>NTT Release</b>	January 7,2026
Vendor Presentations	February 17-19,2026
Results Published	March 15, 2026
New Item Start Date	April 1, 2026
New Items in Distributor by	April 16, 2026
POG's Published	May 1, 2026
Store Resets Start	May 16,2026
Comments	