



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

MSN

January 13, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-42

SUBJECT: Goodfellow Perishable Grocery Reset Schedule

This “Notice to the Trade” provides the schedule for the Goodfellow Commissary perishable reset. DeCA will use cluster merchandising planograms specific to Goodfellow performance over 52 weeks. Goodfellow will kick off the 2026 CY Reset schedule, and it will be executed without replacement shelving. The reset(s) will take the course over 3 Nights, beginning on January 21st and ending on the morning of 24th. The reset(s) will be conducted nightly after the store closes, affording the customers a new shopping experience. The schedule is as follows:

- On Wednesday, January 21st, the Frozen department will be reset at 7:00 p.m.
- Thursday, January 22nd, Dairy and Pkg Meat will be reset at 7:00 p.m.
- Friday, January 23rd, finalize open categories, if needed.

Vendor support each night will be extremely important to meet this aggressive nightly schedule, especially during the store's set dates. We request that each participating company send a list of its team members attending.

If you have any questions or concerns, please contact Michael Denny at 785- 571-8000 or Brooke Pfister at 804- 734- 8000, Ext 86081.

**Robert  
Culbreth**

Digitally signed by Robert  
Culbreth  
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Robert B. Culbreth  
Director of Sales, Non-Fresh