



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

MSF

February 3, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-56

SUBJECT: Category Review Notification – Produce Dips

This notice advises Industry that the Sales Directorate will begin the category review for Produce Dips in March 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: GLOBAL

Appointment requests will be held between March 23-27, 2026 and must be submitted no later than February 27, 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 Ms. Teena-Jeannie Williams, Merchandising Specialist, at teena-jeannie.williams@deca.mil or 804-734-8000 extension 48528.

Bonita Moffett
Director of Sales, Fresh

Attachments:
As stated

CATEGORY PLAN

Category:	PRODUCE DIPS
Universe of Items Included (e.g. D/C/G codes) :	
Planogram Name / Number*:	7850
*Category definition based on current and previous published planograms (to include items that have been phased out).	
Regional items (Include / Exclude):	Exclude
Optional items (Include / Exclude):	Exclude
One-time buy/seasonal items (Include / Exclude):	Include
Club packs (Include / Exclude):	Include
Category Segmentation (if different than D/C/G codes identified above):	
Category Evaluation Month (MM/YYYY):	03/2026
Date Last Completed (MM/YYYY):	03/2025
Category Manager:	
Implementation / Scorecard to be Managed by:	Teena Williams
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:	Provide in presentation
Seasonal Promotions?:	Provide in presentation
Theme Event?	
Method (i.e. Mandate):	Target 25-28% Patron Savings or higher. Target ACV – 15% or higher
Category Objectives:	Increase sales for the category by using retail best practice, marketing, and promoting a more healthy lifestyle for the soldier and their family and optimize variety to meet the current customer needs and attract new customers. Introduce innovative and/or new flavor profiles to further enhance the overall assortment.
Special Factors/Notes:	Focus on new innovation while maintaining the top sellers and removing poor sellers
(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)	
Evaluation Criteria:	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	4 ft
K4 (e.g. 12ft)	4 ft
K3 (e.g. 12ft)	4 ft
K2 (e.g. 12ft)	2 ft (over/under)
K1 (e.g. 8ft)	2 ft (over/under)
Preferred Period Ending for Data (MM/YYYY):	02/2026
Preferred Timeframe for Data (e.g 26 Weeks)	52, 26 and 13 weeks vs YAG
Data - Geography (e.g. Worldwide, ConUS)	CONUS including AK/HI and PR – Regional data for regional requests
Primary Ranking of Data (Packages, Dollars)	Dollars/Units
Secondary Ranking of Data (Packages, Dollars):	ACV/Patron Savings
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	AOC
Review Milestones	
NTT Release	February 3, 2026
Vendor Presentations	March 23-27, 2026
Results Published	April 30, 2026
New Item Start Date	May 16, 2026
New Items in Distributor by	May 16, 2026
POG's Published	June 1, 2026
Store Resets Start	June 1, 2026
Comments	