



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

MPS

February 5, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-58

SUBJECT: Category Review Notification – Cookies

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Cookies in March 2026. In accordance with Notice to the Trade 26-58 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Supplier/Broker: Mondelez
Category Validator Broker: Campbell's

Appointments/Presentations will be held on March 9 - 13, 2026. Appointment requests 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 category to be reviewed, outlines the category evaluation objectives, and provides other relevant information.

Questions regarding this review may be directed to Agnieszka Szmeterling Merchandising Specialist, at agnieszka.szmeterling@deca.mil or 804-734-8000 extension 48139 or Todd Heasley, Category Manager, at todd.heasley@deca.mil or 804-734-8000 extension 48838.

Robert B. Culbreth
Director of Sales, Non-Fresh

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Cookies
Universe of Items Included (e.g. D/C/G codes):	03225
Planogram Name / Number*:	03225
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (Include / Exclude):	Include
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):	

Category Review Month (MM/YYYY):	03/2026
Date Last Completed (MM/YYYY):	03/2025

Category Manager:	Todd Heasley
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Implementation / Scorecard to be Managed by:	Agnieszka Szmetering/ Todd Heasley
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Category Role (e.g. Destination, Routine, Convenience) :	Traffic Driver
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Marketing Strategy:

To be determined by Industry/DeCA during review. 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 while performing SKU optimization. Optimize variety while meeting pack out.
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Special Factors/Notes:	Focus on new innovation while maintaining top sellers.
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(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

Evaluation Criteria:

Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	
K4 (e.g. 12ft)	
K3 (e.g. 12ft)	24ft+
K2 (e.g. 12ft)	20ft
K1 (e.g. 8ft)	12ft
Preferred Period Ending for (MM/YYYY):	12/2025
Preferred Timeframe for Data (e.g 26 Weeks)	4, 13, 26 and 52 Weeks
Data - Geography (e.g. Worldwide, ConUS)	CONUS to include AK, HI, and PR
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)	Remaining Market and xAOC

Review Milestones

NTT Release	February 3, 2026
Vendor Presentations	March 9 – 13, 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	Improve availability of LTO products
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