



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

MSN

February 5, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-60

SUBJECT: Category Review Notification – Feminine Hygiene

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Feminine Hygiene 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: P&G/Acosta
Category Validator Broker: OSCWEBSCO

Appointments/Presentations will be held in March 10th – 12th, 2026. Appointment requests must be submitted no later than March 3, 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 Ruth Mereus, Merchandising Specialist, at ruth.mereus@deca.mil or 804-734-8000 extension 48635.

Robert B. Culbreth
Director of Sales, Non-Fresh

Attachments:
As stated

CATEGORY PLAN

Category:	Feminine Hygiene
Universe of Items Included (e.g., D/C/G codes):	04050
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):	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:	Darrell Clary
Implementation / Scorecard to be Managed by:	Ruth Mereus/Darrell Clary
Category Role (e.g., Destination, Routine, Convenience):	Destination
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:	Yes
Seasonal Promotions?	Yes
Theme Event?	Yes
Method (i.e., Mandate):	
Category Objectives:	Increase sales and units for the category by using retail best practices and optimize variety while meeting pack out
Special Factors/Notes:	Focus on new innovation while maintaining the top sellers, discuss base cost concerns and margin
<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)	12ft and above
K2 (e.g. 12ft)	8ft
K1 (e.g. 8ft)	4ft
Preferred Period Ending for Data (MM/YYYY):	February 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)	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	
NTT Release	2/04/2026
Vendor Presentations	03/10/2026 – 03/12/2026
Results Published	04/13/2026
New Item Start Date	06/15/2026
New Items in Distributor by	06/15/2026
POG's Published	06/22/2026
Store Resets Start	06/27/2026
Comments	