



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

MSN

March 12, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-83

SUBJECT: Category Review Notification – Candy Chocolate

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Candy Chocolate in April 2026. In accordance with Notice to the Trade 26-83 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Supplier/Broker: HERSHEY/OSCWEB  
Category Validator Broker: MARS/ADVANTAGE

Appointments/Presentations will be held on April 13<sup>th</sup> – 17<sup>th</sup>, 2026. Appointment requests must be submitted no later than April 3<sup>rd</sup>, 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 Loretta Williams, Merchandising Specialist, at [Loretta.williams@deca.mil](mailto:Loretta.williams@deca.mil) or 804-734-8000 extension 86135.

Robert B. Culbreth  
Director of Sales, Non-Fresh

Attachments:  
As stated

## CATEGORY PLAN

**Category:**

Universe of Items Included (e.g. D/C/G codes) :

Planogram Name / Number\*:

\*Category definition based on current and previous published planograms (to include items that have been phased out).

Regional items (Include / Exclude):

Optional items (Include / Exclude):

One-time buy/seasonal items (Include / Exclude):

Club packs (Include / Exclude):

Category Segmentation (if different than D/C/G codes identified above):

CANDY CHOCOLATE

01050

Exclude

Include

Include

Include

**Category Evaluation Month (MM/YYYY):**

Date Last Completed (MM/YYYY):

April 2024

**Category Manager:**

Loretta Williams

**Implementation / Scorecard to be Managed by:**

Loretta Williams

Category Role (e.g. Destination, Routine, Convenience) :

Impulse

**Marketing Strategy:**

To be determined by Industry/DeCA during Evaluation. Discussion to include, but not limited to, topics below:

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 ad margin

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

**Evaluation Criteria:**

Current Category POG Size (in Linear Feet):

K4 (e.g. 12ft)

K3 (e.g. 12ft)

K2 (e.g. 12ft)

K1 (e.g. 8ft)

Preferred Period Ending for Data (MM/YYYY):

Preferred Timeframe for Data (e.g 26 Weeks)

Data - Geography (e.g. Worldwide, ConUS)

Primary Ranking of Data (Packages, Dollars)

Secondary Ranking of Data (Packages, Dollars):

Comparison Retail Market (e.g. All Other Channels\*\*, Remaining Markets)

16ft and above

12ft

4ft, 8ft

MAY 2026

13 and 52 weeks

CONUS excluding AK/HI

Patron Savings/Dollars/Units

ACV

RM and/or xAOC

Review Milestones

NTT Release

March 2026

Vendor Presentations

April 13-17, 2026

Results Published

May 8, 2026

New Item Start Date

May 15, 2026

New Items in Distributor by

June 16, 2026

POG's Published

June 29, 2026

Store Resets Start

July 6, 2026

Comments