



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

MSN

March 23, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-90

SUBJECT: Category Review Notification – Condiments

This notice advises Industry that the Sales Directorate will begin the category review for Condiments in April 2026. In accordance with Notice to the Trade 26-90 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Supplier/Broker: Kraft / Heinz
Category Validator Broker: McCormick

Appointment requests will be held between April 13 - 17, 2026 and must be submitted no later than March 31, 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 Johnathan Harris, Merchandising Specialist, at Johnathan.harris@deca.mil or 804-734-8000 extension 48314.

Robert B. Culbreth
Director of Sales, Non-Fresh

Attachments:
As stated

CATEGORY PLAN

Category:	Condiments	
Universe of Items Included (e.g. D/C/G codes) :	07360	
Planogram Name / Number*:	07360	
<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):		
Category Segmentation (if different than D/C/G codes identified above):		
Category Evaluation Month (MM/YYYY):	April 2026	
Date Last Completed (MM/YYYY):	July 2025	
Category Manager:		
Implementation / Scorecard to be Managed by:	Johnathan Harris	
Category Role (e.g. Destination, Routine, Convenience) :	Pickup/Impulse	
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:		
Seasonal Promotions?:		
Theme Event?		
Method (i.e. Mandate):		
Category Objectives:	Increase sales for the category by using retail best practice, and optimize variety while meeting customer needs.	
Special Factors/Notes:	Focus on new innovation while maintaining top core sellers.	
<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)		
K2 (e.g. 12ft)	12 FT	
K1 (e.g. 8ft)	8 FT	
Preferred Period Ending for Data (MM/YYYY):	03/2026	
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)	Dollars/Units	
Secondary Ranking of Data (Packages, Dollars):	Patron Savings	
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	Margin, xAOC	
Review Milestones		
NTT Release	March 2026	
Vendor Presentations	April 13 - 17, 2026	
Results Published	May 11, 2026	
New Item Start Date	June 15, 2026	
New Items in Distributor by	June 11, 2026	
POG's Published	June 21, 2026	
Store Resets Start	July 1, 2026	
Comments		