



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

MSN

March 26, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-97

SUBJECT: Category Review Notification – Diapers and Training Pants

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Diapers in May 2026. In accordance with Notice to the Trade 26-97 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Supplier/Broker: OSC/Kimberly Clark  
Category Validator Broker: Acosta/P&G

Appointments/Presentations will be held on May 4th-8th, 2026. Appointment requests must be submitted no later than April 27<sup>th</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 Rebekah Fine, Merchandising Specialist, at [Rebekah.fine@deca.mil](mailto:Rebekah.fine@deca.mil) or 804-734-8000 extension 48736.

Robert B. Culbreth  
Director of Sales, Non-Fresh

Attachments:  
As stated

## CATEGORY PLAN

**Category:**

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

Diapers and Training Pants

Planogram Name / Number\*:

03550

\*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):

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 Evaluation Month (MM/YYYY):**

May 2026

Date Last Completed (MM/YYYY):

February 2025

**Category Manager:**

Darrell Clary

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

Rebekah Fine

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

Flagship

**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)

28ft and above

16ft – 24ft

4ft – 12ft

Preferred Period Ending for Data (MM/YYYY):

March 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)

xAOC

Review Milestones

NTT Release

April 2026

Vendor Presentations

May 4<sup>th</sup> – 8<sup>th</sup>, 2026

Results Published

June 1, 2026

New Item Start Date

July 1, 2026

New Items in Distributor by

July 1, 2026

POG's Published

July 20, 2026

Store Resets Start

July 27, 2026

Comments