



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

MSN

June 5, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26 – 138

SUBJECT: Category Review Notification – Frozen Seafood

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Frozen Seafood in July 2026. In accordance with Notice to the Trade 26-138 Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Supplier/Broker: COLESON'S CATCH / OSCWEBCO  
Category Validator Broker: ELITE FOODS

Appointments/Presentations will be held on July 21 - 30, 2026. Appointment requests must be submitted no later than June 30<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 Mr. Johnny Stewart, Merchandising Specialist, at [Johnny.Stewart@deca.mil](mailto:Johnny.Stewart@deca.mil) or 804-734-8000 extension 48930, or Ms. Jessica Stables, Category Manager, at [jessica.stables@deca.mil](mailto:jessica.stables@deca.mil) or 804-734-8000 extension 48135.

Robert B. Culbreth  
Director of Sales, Non-Fresh

Attachments:  
As stated,

## CATEGORY PLAN

<p><b>Category:</b></p> <p>Universe of Items Included (e.g. D/C/G codes) :</p> <p>Planogram Name / Number*:</p> <p><i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i></p> <p>Regional items (Include / Exclude):</p> <p>Optional items (Include / Exclude):</p> <p>One-time buy/seasonal items (Include / Exclude):</p> <p>Club packs (Include / Exclude):</p> <p>Category Segmentation (if different than D/C/G codes identified above):</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>FROZEN SEAFOOD</td></tr> <tr><td>05200</td></tr> <tr><td>05200</td></tr> <tr><td>Exclude</td></tr> <tr><td>Include</td></tr> <tr><td>Include</td></tr> <tr><td>Include</td></tr> <tr><td> </td></tr> </table>	FROZEN SEAFOOD	05200	05200	Exclude	Include	Include	Include			
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<p><b>Category Evaluation Month (MM/YYYY):</b></p> <p>Date Last Completed (MM/YYYY):</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>JULY 2026</td></tr> <tr><td> </td></tr> </table>	JULY 2026									
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<p><b>Category Manager:</b></p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Jessica Stables</td></tr> </table>	Jessica Stables									
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<p><b>Implementation / Scorecard to be Managed by:</b></p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Johnny Stewart / Jessica Stables</td></tr> </table>	Johnny Stewart / Jessica Stables									
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<p>Category Role (e.g. Destination, Routine, Convenience) :</p> <p><b>Marketing Strategy:</b></p> <p><i>To be determined by Industry/DeCA during Evaluation. Discussion to include, but not limited to, topics below:</i></p> <p>Number of Promotions Per Year:</p> <p>Seasonal Promotions?:</p> <p>Theme Event?</p> <p>Method (i.e. Mandate):</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Destination</td></tr> <tr><td>Yes</td></tr> <tr><td>Yes</td></tr> <tr><td>Yes</td></tr> <tr><td> </td></tr> </table>	Destination	Yes	Yes	Yes						
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<p><b>Category Objectives:</b></p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Increase sales and units for the category by using retail best practices and optimize variety while meeting pack out</td></tr> </table>	Increase sales and units for the category by using retail best practices and optimize variety while meeting pack out									
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<p><b>Special Factors/Notes:</b></p> <p><i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i></p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Focus on new innovation while maintaining the top sellers, discuss base cost concerns ad margin</td></tr> </table>	Focus on new innovation while maintaining the top sellers, discuss base cost concerns ad margin									
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<p><b>Evaluation Criteria:</b></p> <p>Current Category POG Size (in Linear Feet):</p> <p>K4 (e.g. 12ft)</p> <p>K3 (e.g. 12ft)</p> <p>K2 (e.g. 12ft)</p> <p>K1 (e.g. 8ft)</p> <p>Preferred Period Ending for Data (MM/YYYY):</p> <p>Preferred Timeframe for Data (e.g. 26 Weeks)</p> <p>Data - Geography (e.g. Worldwide, ConUS)</p> <p>Primary Ranking of Data (Packages, Dollars)</p> <p>Secondary Ranking of Data (Packages, Dollars):</p> <p>Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td> </td></tr> <tr><td>10 Doors and Above</td></tr> <tr><td>7 Doors – 9 Doors</td></tr> <tr><td>5 Doors – 6 Doors</td></tr> <tr><td>June 30, 2026</td></tr> <tr><td>13 and 52 weeks</td></tr> <tr><td>CONUS including AK/HI</td></tr> <tr><td>Patron Savings/Dollars/Units</td></tr> <tr><td>ACV</td></tr> <tr><td>RM and/or xAOC</td></tr> </table>		10 Doors and Above	7 Doors – 9 Doors	5 Doors – 6 Doors	June 30, 2026	13 and 52 weeks	CONUS including AK/HI	Patron Savings/Dollars/Units	ACV	RM and/or xAOC
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<p>Review Milestones</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td> </td></tr> </table>										
<p><b>NTT Release</b></p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>June 3, 2026</td></tr> </table>	June 3, 2026									
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<p>Vendor Presentations</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>July 27-31, 2026</td></tr> </table>	July 27-31, 2026									
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<p>Results Published</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>August 5, 2026</td></tr> </table>	August 5, 2026									
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<p>New Item Start Date</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>October 1, 2026</td></tr> </table>	October 1, 2026									
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<p>New Items in Distributor by</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>September 28, 2026</td></tr> </table>	September 28, 2026									
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<p>POG's Published</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>September 28, 2026</td></tr> </table>	September 28, 2026									
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<p>Store Resets Start</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>October 5, 2026</td></tr> </table>	October 5, 2026									
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<p>Comments:</p> <ul style="list-style-type: none"> <li>All dates are subject to change.</li> <li>This review was previously scheduled to happen in December 2026 but has been approved for July 2026 in efforts to ensure more efficiency within this category.</li> </ul>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td> </td></tr> </table>										