



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

MSN

July 16, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26 – 149

SUBJECT: Category Review Notification – Chill Yogurt

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Chill Yogurt in August 2026. In accordance with Notice to the Trade 26-149 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Supplier/Broker: CHOBANI/ELITE
Category Validator Broker: LACTALIS/ACOSTA

Appointments/Presentations will be held on August 17th-21st, 2026. Appointment requests must be submitted no later than July 31st, 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. Joe Burrill, Merchandising Specialist, at joseph.burrill@deca.mil or 804-734-8000 extension 48499, or Ms. Jessica Stables, Category Manager, at jessica.stables@deca.mil or 804-734-8000 extension 48135.

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):

Chill Yogurt

02900

02900

Include

Include

Include

August 2026

Category Evaluation Month (MM/YYYY):

Date Last Completed (MM/YYYY):

Category Manager:

Jessica Stables

Implementation / Scorecard to be Managed by:

Joe Burrill / Jessica Stables

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

Basket Builder

Marketing Strategy:

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

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.

(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)

16,20,24,28,32,36ft

12 FT

6/30/2026

52 Weeks

Worldwide

Dollars/Units

Patron Savings

Margin, xAOC

Review Milestones

NTT Release

July 1, 2026

Vendor Presentations

August 17-21, 2026

Results Published

September 1, 2026

New Item Start Date

December 21, 2026

New Items in Distributor by

December 14, 2026

POG's Published

December 28, 2026

Store Resets Start

January 4, 2027

Comments

