



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

MSN

September 9, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26 – 173

SUBJECT: Category Review Notification – Energy Drinks

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Energy Drinks in October 2026. In accordance with Notice to the Trade 26-173 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Energy Drinks Category Captain Broker: Eurpac

Energy Drinks Category Validator Broker: S&K

Appointments/Presentations will be held on October 12-16, 2026. Appointment requests must be submitted no later than October 2, 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 Kevin Newborn, Merchandising Specialist, at kevin.newborn@deca.mil or 804-734-8000 extension 48661.

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):

ENERGY DRINKS

03950

Exclude

Include

Include

Include

Category Evaluation Month (MM/YYYY):

Date Last Completed (MM/YYYY):

OCTOBER 2026

Category Manager:

Todd Heasley/Kevin Newborn

Implementation / Scorecard to be Managed by:

Todd Heasley/Kevin Newborn

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

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):

Yes

Yes

Yes

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 and 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)

Review Milestones

NTT Release

Vendor Presentations

Results Published

New Item Start Date

New Items in Distributor by

POG's Published

Store Resets Start

Comments

8-24ft

4ft

August 2026

13 and 52 weeks

CONUS including AK/HI

Patron Savings/Dollars/Units

ACV

xAOC

September 2026

October 12 – 16, 2026

October 30, 2026

January 16, 2027

January 16, 2027

January 24, 2027

Feb 1, 2027

Functional Energy drinks (Celsius, Alani, Ghost, etc.) from Adult Nutrition category will eventually be moving into the Energy set.