



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

MSN

October 6, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-180

SUBJECT: POP Displays / End Cap and Beverage Cooler Program

The Sales Directorate is formally announcing the Floor Rack/Endcaps and Cooler program covered by DeCA Notice 23-74 will be revamped, revitalized and reimagined at the conclusion of the current program ending March 1, 2027.

Michael Denny will serve as Program Manager for all POP displays, end caps and beverage coolers.

The primary purpose of the display, end cap, rack, and cooler program is to provide patrons with enhanced value and convenience while driving off-shelf sales, unit movement, and basket-building opportunities. These merchandising vehicles that encompass stand-alone racks, pallet drops, coolers, and shippers are intended to showcase competitively priced, highly promoted, seasonal, innovative, and complementary products that transform high-traffic zones to generate incremental sales beyond normal shelf performance. The program supports DeCA's mission to deliver savings to military families by leveraging strategic merchandising solutions that improve product visibility, encourage impulse purchasing, promote product discovery, and create a more engaging shopping experience.

All written business cases and / or PowerPoint presentations must include, at a minimum, the following information:

- Brand name, item description, and UPCs for all products displayed on the fixture or cooler.
- For seasonal or rotating displays / items, provide the relevant item information with the correlating seasonal availability or rotation interval.
- Projected unit volume and sales
- Display fixture type, photograph, and dimensions.
- If multiple fixtures sizes are proposed, include different details supporting each store class

Program Details, including:

- Incentive Programs
- Desired display performance period, if seasonal.
- Desired in-store location
- Desired region, (Conus and / or Oconus)

Additional program requirements:

- All displays must be maintained by the broker / supplier, including stocking, cleaning, repair and removal when necessary.

In addition, DeCA respectfully request that all our approved displays and coolers are updated as needed to align with the most relevant and innovative offerings available in the commercial marketplace.

Please submit all presentations via email to Michael Denny, Project Manager. Submission deadlines will be NLT than November 15th, 2026. Additional Team Meetings will be scheduled as needed starting November 15th – December 15th.

Program Timeline:

- Selection announcements: January 15th, 2027
- Program Implementation Begins: March 1st, 2027

The base period for this program is two (2) years. At the end of year 1, participants must provide a written business case supported by data analysis to qualify for automatic renewal through FY28. Exceptions considered for new innovative industry programs that may occur.

For questions or additional information, please contact Michael Denny at 785-571-8000.

Robert
Culbreth
Robert B. Culbreth
Director of Sales, Non-Fresh
Defense Commissary Agency

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