



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

MSN

October 5, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26 – 181

SUBJECT: Category Review Notification – Frozen Snacks/Appetizers Review

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category Review for Frozen Snacks/Appetizers in November 2026. In accordance with Notice to the Trade 26-181 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Broker: NESTLE FOODS/ACOSTA

Category Validator Broker: SMUCKERS/OSCWEBCO

Appointments / Presentations will be held on November 2 - 20, 2026. Appointment requests must be submitted no later than October 30th, 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. Christopher Felder, Merchandising Specialist, at Christopher.Felder@deca.mil or 804-734-8000 extension 48839 or Ms. Jessica Stables, Category Manager, at jessica.stables@deca.mil or 804-734-8000 extension 48135.

Robert
Culbreth

Robert B. Culbreth

Director of Sales, Non-Fresh
Defense Commissary Agency

Digitally signed by Robert
Culbreth
Date: 2026.10.05
22:22:38 -04'00'

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):

FROZEN SNACKS / APPETIZERS

05250

05250

Exclude

Include

Include

Include

Category Evaluation Month (MM/YYYY):

Date Last Completed (MM/YYYY):

NOVEMBER 2026

Category Manager:

Jessica Stables

Implementation / Scorecard to be Managed by:

Christopher Felder / Jessica Stables

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):

Destination

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 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)

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

-

6DR – 16DR

-

4DR – 5DR

October 31, 2026

13 and 52 weeks

CONUS including AK/HI

Patron Savings/Dollars/Units

ACV

RM and/or xAOC

October 6, 2026

November 2-20, 2026

December 18, 2026

January 22, 2027

January 22, 2027

February 5, 2027

February 15, 2027

Comments: Please note that these dates are subject to change based on category size and complexity, as well as other factors beyond our control, including distributor-related issues or other unforeseen circumstances. In some cases, decisions may be made sooner than the projected timeline if the scope allows.