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 – 182

SUBJECT: Category Review Notification – Frozen Novelties

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Frozen Novelties in November 2026. In accordance with Notice to the Trade 26-182 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Broker: MAGNUM / ACOSTA
Category Validator Broker: FRONERI / EURPAC

Appointments / Presentations will be held on November 9 - 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. Johnny Stewart, Merchandising Specialist, at Johnny.Stewart@deca.mil or 804-734-8000 extension 48930or Ms. Jessica Stables, Category Manager, at jessica.stables@deca.mil or 804-734-8000 extension 48135.

Robert Culbreth
Digitally signed by Robert Culbreth
Date: 2026.10.05 22:23:42 -04'00'
Robert B. Culbreth
Director of Sales, Non-Fresh
Defense Commissary Agency

Attachments:
As stated

CATEGORY PLAN

Category:	FROZEN NOVELTIES
Universe of Items Included *(e.g. D/C/G codes)* :	04950
Planogram Name / Number*:	
**Category definition based on current and previous published planograms (to include items that have been phased out).*	
Regional items *(Include / Exclude):*	Exclude
Optional items *(Include / Exclude):*	Include
One-time buy/seasonal items *(Include / Exclude):*	Include
Club packs *(Include / Exclude):*	Include
Category Segmentation *(if different than D/C/G codes identified above):*	
Category Evaluation Month *(MM/YYYY):*	**NOVEMBER 2026**
Date Last Completed *(MM/YYYY):*	SEPTEMBER 2025 (Evaluation)
Category Manager:	Jessica Stables
Implementation / Scorecard to be Managed by:	Johnny Stewart / 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:	Yes
Seasonal Promotions?:	Yes
Theme Event?	Yes
Method *(i.e. Mandate):*	
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)*	9DR – 15DR
K2 *(e.g. 12ft)*	
K1 *(e.g. 8ft)*	5DR – 8DR
Preferred Period Ending for Data *(MM/YYYY):*	OCTOBER 2026
Preferred Timeframe for Data *(e.g 26 Weeks)*	13 and 52 weeks
Data - Geography *(e.g. Worldwide, ConUS)*	CONUS including AK/HI
Primary Ranking of Data *(Packages, Dollars)*	Patron Savings/Dollars/Units
Secondary Ranking of Data *(Packages, Dollars):*	ACV
Comparison Retail Market *(e.g. All Other Channels**, Remaining Markets)*	RM and/or xAOC
Review Milestones	
NTT Release	October 6,2026
Vendor Presentations	November 9-20, 2026
Results Published	December 18, 2026
New Item Start Date	January 22, 2027
New Items in Distributor by	January 22, 2027
POG's Published	January 29, 2027
Store Resets Start	February 5, 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.	