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

MSN October 14, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26 – 183

SUBJECT: Category Review Notification – Fish Can

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Fish Can in November 2026. In accordance with Notice to the Trade 26-183 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Broker: S&K
Category Validator Broker: EURPAC

Appointments / Presentations will be held on November 16 - 20, 2026. Appointment requests must be submitted no later than October 23rd, 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. Mauricio Castro-Lopez, Merchandising Specialist, at mauricio.castro-lopez@deca.mil or 804-734-8000 extension 4849.

Robert Culbreth
Digitally signed by Robert Culbreth
Date: 2026.10.14 13:21:31 -04'00'

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

Attachments:
As stated

CATEGORY PLAN

Category:	Fish Can
Universe of Items Included *(e.g. D/C/G codes)* :	04150
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):*	Exclude
One-time buy/seasonal items *(Include / Exclude):*	Exclude
Club packs *(Include / Exclude):*	Exclude
Category Segmentation *(if different than D/C/G codes identified above):*	
Category Evaluation Month *(MM/YYYY):*	**NOVEMBER 2026**
Date Last Completed *(MM/YYYY):*	July 2023
Category Manager:	Ashley Devenport
Implementation / Scorecard to be Managed by:	Mauricio Castro-Lopez
Category Role (e.g. Destination, Routine, Convenience) :	Destination
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 while performing SKU optimization. Optimize variety while meeting customer needs.
Special Factors/Notes:	Focus on new innovation while maintaining top 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)*	8, 12, 16ft
K1 *(e.g. 8ft)*	4ft
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 16-20, 2026
Results Published	January 29, 2027
New Item Start Date	February 16, 2027
New Items in Distributor by	February 26, 2027
POG's Published	March 19, 2027
Store Resets Start	April 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.	