



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 26-184

SUBJECT: Category Review Notification – ADULT NUTRITION

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Adult Nutrition in October 2026. In accordance with Notice to the Trade 26-184 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Supplier/Eurpac
Category Validator Broker: The Coke Company

Appointments/Presentations will be held on October 26-30, 2026. Appointment requests must be submitted no later than October 22, 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 Darrell Clary, Category Manager, at darrell.clary@deca.mil or 804-734-8000 extension 48866.

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

Digitally signed by Robert
Culbreth
Date: 2026.10.14
13:22:12 -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):

Adult Nutrition

07050

Include

Include

Include

include

Category Evaluation Month (MM/YYYY):

Date Last Completed (MM/YYYY):

Sep 2026

Oct 2025

Category Manager:

DARRELL CLARY

Implementation / Scorecard to be Managed by:

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

PROMOTION OF NEW INNOVATIVE ITEMS

ONE PROMOTION PER QTR

Category Objectives:

Meet or beat Patron savings goals while Increasing 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. Past slow movers can be re-introduced if the market changes supports reinstatement

(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

10/2026

13 and 52 weeks

CONUS including AK/HI

Patron Savings/Dollars/Units

ACV

xAOC

Oct 2026

Oct 26-30, 2026