



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 – 189

SUBJECT: Category Review Notification – German

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for German in October 2026. In accordance with Notice to the Trade 26-189 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Supplier/Broker: Euro American/S&K
Category Validator Broker: Rondo

Appointments/Presentations will be held on November 2nd -6th, 2026. Appointment requests must be submitted no later than October 27th, 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 Lisa McWilliams, Merchandising Specialist, at lisa.mcwilliams@deca.mil or 804-734-8000 extension 48708.

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

Digitally signed by Robert
Culbreth
Date: 2026.10.14
13:19:01 -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):

Category Evaluation Month (MM/YYYY):

Date Last Completed (MM/YYYY):

Category Manager:

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):

Category Objectives:

Special Factors/Notes:

(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

German

5550

Exclude

Include

Include

Include

October 2026

2025

Ashley Devenport

Lisa McWilliams

Convenience

Yes

Yes

Yes

Increase sales and units for the category by using retail best practices and optimize variety while meeting pack out

Focus on new innovation while maintaining the top sellers, discuss base cost concerns ad margin

8ft

4ft

October 2026

13 and 52 weeks

CONUS including AK/HI

Patron Savings/Dollars/Units

ACV

xAOC

October 2026

Nov 2nd – 6th, 2026

Dec 11, 2026

Jan 1, 2026

Jan 1, 2026

Jan 21, 2026

Feb 1, 2026