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 – 190

SUBJECT: Category Review Notification – International

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for International in October 2026. In accordance with Notice to the Trade 26-190 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Supplier/Broker: L&M
Category Validator Broker: Acosta

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
Digitally signed by Robert Culbreth
Date: 2026.10.14 13:19:28 -04'00'
Robert B. Culbreth
Director of Sales, Non-Fresh
Defense Commissary Agency

Attachments:
As stated

CATEGORY PLAN

Category:	International
Universe of Items Included *(e.g. D/C/G codes)* :	
Planogram Name / Number*:	5600
**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):*	**October 2026**
Date Last Completed *(MM/YYYY):*	2025
Category Manager:	Ashley Devenport
Implementation / Scorecard to be Managed by:	Lisa McWilliams
Category Role (e.g. Destination, Routine, Convenience) :	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:	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)*	12ft
K2 *(e.g. 12ft)*	8ft
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)*	xAOC
Review Milestones	
NTT Release	October 2026
Vendor Presentations	Nov 2nd – 6th, 2026
Results Published	Dec 11,2026
New Item Start Date	Jan 1, 2026
New Items in Distributor by	Jan 1, 2026
POG's Published	Jan 21, 2026
Store Resets Start	Feb 1, 2026
Comments	