



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

MPS

June 2, 2025

NOTICE TO THE TRADE – DeCA NOTICE 25-82

SUBJECT: Category Review Notification – Pre-Popped Popcorn & Microwave Popcorn

The purpose of this notice is to advise Industry that the Sales Directorate will begin the category review for Pre-Popped Popcorn & Microwave Popcorn in July 2025.

Appointments/Presentations will be held on July 8-17, 2025. Appointment requests must be submitted no later than July 1, 2025.

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 Loretta Williams, Merchandising Specialist, at [Loretta.williams@deca.mil](mailto:Loretta.williams@deca.mil) or 804-734-8000 extension 86135.

Robert B.Culbreth  
Director of Sales, Non-Fresh

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):

PRE-POPPED POPCORN

07650

07650

Exclude

Include

Include

Include

### Category Evaluation Month (MM/YYYY):

Date Last Completed (MM/YYYY):

July 2025

April 2023

### Category Manager:

Loretta Williams

### Implementation / Scorecard to be Managed by:

Loretta Williams

Category Role (e.g. Destination, Routine, Convenience) :

Impluse

### 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):

Yes

Yes

Yes

### 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 top sellers, discuss base cost concerns

(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

8 FT & ABOVE

4 FT

4 FT

June 2025

4, 13, 26 & 52 Weeks

CONUS including AK & HI

Patron Savings/Dollars/Units

ACV

Remaining Market and xAOC

June 2025

July 8-10, 2025

August 1, 2025

August 8, 2025

September 15, 2025

September 22, 2025

September 29, 2025

## 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

MICROWAVE POPCORN

07600

07600

Exclude

Include

Include

Include

July 2025

February 2022

Loretta Williams

Loretta Williams

Impluse

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 top sellers, discuss base cost concerns

8 FT & 12FT

4 FT

4 FT

June 2025

4, 13, 26 & 52 Weeks

CONUS including AK & HI

Patron Savings/Dollars/Units

ACV

Remaining Market and xAOC

June 2025

July 14-17, 2025

August 1, 2025

August 8, 2025

September 15, 2025

September 22, 2025

September 29, 2025