



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

MPS

June 3, 2025

NOTICE TO THE TRADE – DeCA NOTICE 25-84

SUBJECT: Category Review Notification – Analgesics and Digestive Health (formerly Antacids/Laxatives)

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category Review for Analgesics and Digestive Health (formerly Antacids/Laxatives) In June 2025. Appointments / presentations will be held June 23rd through July 11th 2025. Appointments must be submitted no later than June 11, 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 to current and potential 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 may be directed to Ms. Rebekah Fine, Merchandising Specialist, at rebekah.fine@deca.mil or 804-734-8000 extension 48736.

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):

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

Analgesics and Digestive Health

00150 & 00200

Include

Include

Include

Include

June 2024

Darrell Clary

Rebekah Fine / Darrell Clary

Flagship/Occasional

Promoted monthly

Yes

Yes

Mandated

Increase market share, maintain prescribed Patron Savings and meeting financial goals (i.e. margin).

Focus on key market drivers while integrating new innovations.

12 and larger

8

4

5/31/25

52 Weeks

Worldwide

Dollars/Units

Patron Savings/Margin

AOC

May 25, 2025

June 23 through July 11, 2025

August 15, 2025

September 1, 2025

September 1, 2025

September 15, 2025

September 15, 2025

Dates are flexible.