



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

MPS

July 9, 2025

NOTICE TO THE TRADE – DeCA NOTICE 25-103

SUBJECT: Category Review Notification – Shaving- Deodorant

This notice advises the industry that the Sales Directorate will begin the Category Review for Shaving and Deodorant in August 2025. Appointments/presentations will be held August 18-21, 2025. Appointment requests must be submitted no later than August 12, 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 category to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Ms. Ruth Mereus, Merchandising Specialist, at [ruth.mereus@deca.mil](mailto:ruth.mereus@deca.mil) or 804-734-8000 extension 48635.

Robert B. Culbreth  
Director of Sales, Non-Fresh

Attachments:

As stated

## CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

### 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):

Shaving\_ Deodorant

08650 03450

08650 03450

Include

Include

Include

Include

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

Date Last Completed (MM/YYYY):

August 2025

October 2024

### Category Manager:

Darrell Clary

### Implementation / Scorecard to be Managed by:

Ruth Mereus / Darrell Clary

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

Traffic Driver

### Marketing Strategy:

To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:

Number of Promotions Per Year:

Seasonal Promotions?:

Theme Event?

Method (i.e. Mandate):

### Category Objectives:

Increase sales for the category by using retail best practice, and optimize variety while meeting customer needs.

### Special Factors/Notes:

Focus on new innovation while maintaining top core sellers.

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

### Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K5 (e.g. 12ft)

K4 (e.g. 12ft)

K3 (e.g. 12ft)

K2 (e.g. 12ft)

K1 (e.g. 8ft)

Preferred Period Ending for (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)

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8FT

4FT

August 2025

52 Weeks

Worldwide

Patron Savings/Dollars/Units

ACV

Remaining Market and xAOC

### Review Milestones

NTT Release

Vendor Presentations

Results Published

New Item Start Date

New Items in Distributor by

POG's Published

Store Resets Start

7/10/2025

8/18/2025 - 8/21/2025

9/30/2025

10/16/2025

10/10/2025

10/20/2025

10/30/2025

### Comments

Dates are flexible