



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

MPS

August 28, 2025

NOTICE TO THE TRADE – DeCA NOTICE 25-119

SUBJECT: Category Review Notification – Chill Butter/Margarine

This notice advises Industry that the Sales Directorate will begin the category review for Chill Butter/Margarine in October 2025. Appointment requests will be accepted for the week of October 14th-23rd, 2025, and must be submitted no later than September 30th, 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 Mr. Joe Burrill, Merchandising Specialist, at joseph.burrill@deca.mil or 804-734-8000 extension 48499, or Ms. Jessica Stables, Category Manager, at jessica.stables@deca.mil or 804-734-8000 extension 48135.

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):

Chill Butter/Margarine

01450

01450

Include

Include

Include

May 2023

Category Evaluation Month (MM/YYYY):

Date Last Completed (MM/YYYY):

Category Manager:

Jessica Stables

Implementation / Scorecard to be Managed by:

Joe Burrill / Jessica Stables

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

Basket Builder

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:

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):

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)

8,12,16, 20FT

4 FT

08/31/2025

52 Weeks

Worldwide

Dollars/Units

Patron Savings

Margin, xAOC

Review Milestones

NTT Release

September 4, 2025

Vendor Presentations

October 14-23, 2025

Results Published

November 10,, 2, 025

New Item Start Date

December 29,2025

New Items in Distributor by

December 22, 2025

POG's Published

January 12, 2026

Store Resets Start

January 19, 2026

Comments