



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

MPS

August 21, 2025

NOTICE TO THE TRADE – DeCA NOTICE 25-117

SUBJECT: Category Review Notification – Asian

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Asian in September 2025. Appointments/Presentations will be held on September 23-25, 2025. Appointment requests must be submitted no later than September 19, 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 Lisa McWilliams, Merchandising Specialist, at [lisa.mcwilliams@deca.mil](mailto:lisa.mcwilliams@deca.mil) or 804-734-8000 extension 48708.

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Todd Heasley  
Acting 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):

Asian

00250

Asian / 00250

Exclude

Include

Include

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

Date Last Completed (MM/YYYY):

September 2025

November 2022

**Category Manager:**

**Implementation / Scorecard to be Managed by:**

Lisa McWilliams

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):

Destination

X

X

X

**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 the 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)

32 FT

24 FT

16 FT

08/2025

52 Weeks

Worldwide

Patron Saving/ \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

Comments

August 21, 2025

September 23-25 2025

November 1, 2025

November 15, 2025

December 15, 2025

December 22, 2025

January 1, 2026

Looking at allocation of items to one (1) DC that services California area.