



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

MSF

February 26, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-74

SUBJECT: Category Review Notification – Home Meal Replacement (HMR)

This notice informs Industry that the Sales Directorate, Fresh, will begin the Home Meal Replacement (HMR) Category Review in March 2026. This review will encompass Prepared Foods' offerings, including Ready-to-Heat, Ready-to-Eat, and Ready-to-Cook items, with an emphasis on innovation, quality, value, operational feasibility, and alignment with patron demand. In accordance with Notice to the Trade 26-74 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model

Category Captain Supplier/Broker: Hormel/Eurpac  
Category Validator Broker: OSCWebco

Vendor appointments and presentations will be conducted March 23–27, 2026. Requests for appointments must be submitted no later than March 13, 2026.

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 prospective vendors seeking to establish or expand business opportunities with DeCA. The attached template outlines the specific categories under review, category objectives, performance expectations, and submission requirements. Vendors are encouraged to present items that demonstrate strong sales potential, reliable supply chain, packaging suitable for commissary operations, and competitive pricing.

Questions regarding this review and appointment requests may be directed to Ms. Kirsten O'Neil, Merchandising Specialist, at [kirsten.onell@deca.mil](mailto:kirsten.onell@deca.mil) or 804-734-8000 extension 48126.

Bonita M. Moffett  
Director of Sales, Fresh

Attachments:  
As stated.

## CATEGORY PLAN

<b>Category:</b>	HOME MEAL REPLACEMENT (HMR)
Universe of Items Included (e.g. D/C/G codes) :	01950
Planogram Name / Number*:	Refrigerated meals, salads, sandwiches
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (Include / Exclude):	Exclude
Optional items (Include / Exclude):	Exclude
One-time buy/seasonal items (Include / Exclude):	Exclude
Club packs (Include / Exclude):	Exclude
Category Segmentation (if different than D/C/G codes identified above):	
<b>Category Evaluation Month (MM/YYYY):</b>	<b>03/2026</b>
Date Last Completed (MM/YYYY):	04/2022
<b>Category Manager:</b>	James Taylor
<b>Implementation / Scorecard to be Managed by:</b>	Kirsten O'Neil / James Taylor
Category Role (e.g. Destination, Routine, Convenience) :	Basket Builder
<b>Marketing Strategy:</b>	
<i>To be determined by Industry/DeCA during Evaluation. Discussion to include, but not limited to, topics below:</i>	
Number of Promotions Per Year:	
Seasonal Promotions?:	
Theme Event?	
Method (i.e. Mandate):	
<b>Category Objectives:</b>	Increase sales while performing SKU optimization. Optimize variety while meeting pack out.
<b>Special Factors/Notes:</b>	Exploring a performance-chill foods set. More protein, or geared toward high fitness lifestyles.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
<b>Evaluation Criteria:</b>	
Current Category POG Size (in Linear Feet):	
K4 (e.g. 12ft)	
K3 (e.g. 12ft)	8 FT+
K2 (e.g. 12ft)	
K1 (e.g. 8ft)	4 FT
Preferred Period Ending for Data (MM/YYYY):	Feb 2026
Preferred Timeframe for Data (e.g 26 Weeks)	4, 13, 26, and 52 weeks
Data - Geography (e.g. Worldwide, ConUS)	CONUS including AK/HI, and PR
Primary Ranking of Data (Packages, Dollars)	Patron Savings/Dollars/Units
Secondary Ranking of Data (Packages, Dollars):	ACV
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	RM and xAOC
Review Milestones	
NTT Release	February 26, 2026
Vendor Presentations	March 23-27, 2026
Results Published	May 8, 2026
New Item Start Date	June 1, 2026
New Items in Distributor by	June 1, 2026
POG's Published	June 16, 2026
Store Resets Start	June 16, 2026
Comments	