



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

MSN

March 2, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-75

SUBJECT: Category Review Notification – Tea

This notice advises Industry that the Sales Directorate will begin the category review for Tea in April 2026. In accordance with Notice to the Trade 26-75 – Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validator model

Category Captain Supplier/Broker: EURPAC  
Category Validator Broker: OSCWEB

Appointments/Presentations will be held on April 21<sup>st</sup> -24<sup>th</sup>, 2026. Appointment requests must be submitted no later than March 27<sup>th</sup>, 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 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. Mauricio Castro-Lopez, Merchandising Specialist, at [mauricio.castro-lopez@deca.mil](mailto:mauricio.castro-lopez@deca.mil) or 804-734-8000 extension 4849

Robert B. Culbreth  
Director of Sales, Non-Fresh

Attachments:  
As stated.

## CATEGORY PLAN

**Category:**

Universe of Items Included (e.g. D/C/G codes) :

Tea

Planogram Name / Number\*:

09750

\*Category definition based on current and previous published planograms (to include items that have been phased out).

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):

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

APRIL 2026

Date Last Completed (MM/YYYY):

05/2025

**Category Manager:**

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

Mauricio Castro-Lopez

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

Destination

**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 while performing SKU optimization. Optimize variety while meeting customer needs.

**Special Factors/Notes:**

Focus on new innovation while maintaining top 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)

8ft-12ft-16ft-20ft

N/A

Preferred Period Ending for Data (MM/YYYY):

03/2026

Preferred Timeframe for Data (e.g 26 Weeks)

13 and 52 weeks

Data - Geography (e.g. Worldwide, ConUS)

CONUS including AK/HI

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/or xAOC

Review Milestones

NTT Release

Mar 2026

Vendor Presentations

April 22-34, 2026

Results Published

May 22, 2026

New Item Start Date

June 16, 2026

New Items in Distributor by

June 23, 2026

POG's Published

July 10, 2026

Store Resets Start

July 24, 2026

Comments