



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

MSN

April 8, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-107

SUBJECT: Category Review Notification – Juice Apple / Cider

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Juice Apple/Cider May 11-15, 2026. In accordance with Notice to the Trade 26-107 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Supplier: Broker: Motts / Eurpac  
Category Validator Broker: Elite Foods

Appointments/Presentations will be held on May 11th-15th, 2026. Appointment requests must be submitted no later than May 1, 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 Daniel Kinstetter, Merchandising Specialist, at [daniel.kinstetter@deca.mil](mailto:daniel.kinstetter@deca.mil) or 804-734-8000 extension 48139.

Robert B. Culbreth  
Director of Sales, Non-Fresh

Attachments:  
As stated

## CATEGORY PLAN

**Category:**

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

Juice Apple\_Cider

Planogram Name / Number\*:

06150

\*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):**

May 2026

Date Last Completed (MM/YYYY):

04/2025

**Category Manager:**

Todd Heasley

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

Daniel Kinstetter / Todd Heasley

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 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)

8ft

4ft

Preferred Period Ending for Data (MM/YYYY):

April 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)

xAOC

Review Milestones

NTT Release

April 2026

Vendor Presentations

May 11 – 15, 2026

Results Published

June 19, 2026

New Item Start Date

July 20, 2026

New Items in Distributor by

July 20, 2026

POG's Published

July 27, 2026

Store Resets Start

Aug 3, 2026

Comments