



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

MSN

April 15, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-108

SUBJECT: Category Review Notification – General Health

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for General Health in May 2026. In accordance with Notice to the Trade 26-108 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

General Health Category Captain Supplier / Broker: Tony's Fine Food/OSCweb  
General Health Validator Broker: L&M Marketing

Appointments / Presentations will be held on May 26<sup>th</sup> -28<sup>th</sup>, 2026. Appointment requests must be submitted no later than May 4<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 Loretta Williams, Merchandising Specialist, at [Loretta.Williams@deca.mil](mailto:Loretta.Williams@deca.mil) or 804-734-8000 extension 86135.

Robert B. Culbreth  
Director of Sales, Non-Fresh

Attachments:  
As stated

## CATEGORY PLAN

**Category:**

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

GENERAL HEALTH

Planogram Name / Number\*:

05575

\*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):

Include

One-time buy/seasonal items (Include / Exclude):

Include

Club packs (Include / Exclude):

Include

Category Segmentation (if different than D/C/G codes identified above):

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

May 2026

Date Last Completed (MM/YYYY):

December 2024

**Category Manager:**

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

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

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:

Yes

Seasonal Promotions?:

Yes

Theme Event?

Yes

Method (i.e. Mandate):

**Category Objectives:**

Increase sales and units for the category by using retail best practices and optimize variety while meeting pack out

**Special Factors/Notes:**

Focus on new innovation while maintaining the top sellers, discuss base cost concerns ad margin

(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):

May 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

May 2026

Vendor Presentations

May 26th– 28th, 2026

Results Published

July 1, 2026

New Item Start Date

August 1, 2026

New Items in Distributor by

August 1, 2026

POG's Published

August 10, 2026

Store Resets Start

August 17, 2026

Comments