



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

MSN

May 6, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26 – 114

SUBJECT: Category Review Notification – Canister Snacks

This notice advises Industry that the Sales Directorate will begin the category review for Canister Snacks in June 2026. In accordance with Notice to The Trade 26 –114 – Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Broker: OSCWEBCO

Category Validator Broker: EURPAC

Appointments/Presentations will be held on June 15 – 18, 2026. Appointment requests must be submitted no later than June 1st, 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 Ms. Agnieszka Szmeterling, Merchandising Specialist, at agnieszka.szmeterling@deca.mil or 804-734-8000 extension 48411.

Robert B. Culbreth
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):

Canister Chips

1100

1100

Exclude

Include

Include

Include

Category Evaluation Month (MM/YYYY):

Date Last Completed (MM/YYYY):

June 2026

February 2025

Category Manager:

Implementation / Scorecard to be Managed by:

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):

Agnieszka Szmeterling

Impulse

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

(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)

12 ft

8 ft

4 ft

April 2026

13 and 52 weeks

CONUS including AK/HI

Patron Savings/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

May 2026

June 15-18 ,2026

July 27, 2026

Aug 21, 2026

September 1, 2026

September 14, 2026

September 21, 2026