



**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 – 115

SUBJECT: Category Review Notification – Healthy Chips

This notice advises Industry that the Sales Directorate will begin the category review for Healthy Chips in June 2026. In accordance with Notice to The Trade 26 –115 – Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Broker: ADVANTAGE

Category Validator Broker: EURPAC

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

Robert B. Culbreth  
Director of Sales, Non-Fresh

Attachments:  
As stated

## CATEGORY PLAN

<b>Category:</b>	Healthy Chips
Universe of Items Included (e.g. D/C/G codes) :	5800
Planogram Name / Number*:	5800
<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):	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):	
<b>Category Evaluation Month (MM/YYYY):</b>	<b>June 2026</b>
Date Last Completed (MM/YYYY):	April 2025
<b>Category Manager:</b>	
<b>Implementation / Scorecard to be Managed by:</b>	Agnieszka Szmeterling
Category Role (e.g. Destination, Routine, Convenience) :	Impulse
<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 and units for the category by using retail best practices and optimize variety while meeting pack out
<b>Special Factors/Notes:</b>	Focus on new innovation while maintaining the top sellers
<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)	
K2 (e.g. 12ft)	8 ft +
K1 (e.g. 8ft)	4 ft
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)	Remaining Market and xAOC
Review Milestones	
<b>NTT Release</b>	May 2026
Vendor Presentations	June 15-18 ,2026
Results Published	July 27, 2026
New Item Start Date	Aug 21, 2026
New Items in Distributor by	September 1, 2026
POG's Published	September 14, 2026
Store Resets Start	September 21, 2026
Comments	