



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

MSN

May 11, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26 – 120

SUBJECT: Category Review Notification – Cereal-Hot

This notice advises Industry that the Sales Directorate will begin the category review for Cereal-Hot in June 2026. In accordance with Notice to The Trade 26 –120 – Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Broker: EURPAC
Category Validator Broker: SYSTEMS2K

Appointments/Presentations will be held on June 22 – 26, 2026. Appointment requests must be submitted no later than May 29th, 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 or 804-734-8000 extension 4849.

Robert B. Culbreth
Director of Sales, Non-Fresh

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Cereal-Hot
Universe of Items Included (e.g. D/C/G codes):	01350
Planogram Name / Number*:	01350
<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):	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 Review Month (MM/YYYY):	June 2026
Date Last Completed (MM/YYYY):	September 2025

Category Manager:	
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Implementation / Scorecard to be Managed by:	Mauricio Castro-Lopez
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Category Role (e.g. Destination, Routine, Convenience):	Occasional
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Marketing Strategy:

To be determined by Industry/DeCA during review. 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's needs.
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Special Factors/Notes:	Focus on new innovation while maintaining top sellers.
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(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

Evaluation Criteria:

Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	
K4 (e.g. 12ft)	
K3 (e.g. 12ft)	
K2 (e.g. 12ft)	8ft +
K1 (e.g. 8ft)	4ft
Preferred Period Ending for (MM/YYYY):	May 2026
Preferred Timeframe for Data (e.g 26 Weeks)	13 and 52 Weeks
Data - Geography (e.g. Worldwide, ConUS)	CONUS to include 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

NTT Release	MAY 2026
Vendor Presentations	JUNE 22 - 26 2026
Results Published	JULY 31, 2026
New Item Start	AUG 16, 2026
Date	SEP 10, 2026
New Items in Distributor by	SEP 27, 2026
POG's Published	OCT 5, 2026
Store Resets Start	

Comments	
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