



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

MSN

July 24, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26 – 158

SUBJECT: Category Review Notification – Juice-Tomato & Vegetable

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category Review for Juice-Tomato & Vegetable August 31 – September 4, 2026. In accordance with Notice to the Trade 26-158 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Supplier/Broker: Acosta
Category Validator Broker: Eurpac

Appointments/Presentations will be held on August 31 – September 4, 2026.
Appointment requests must be submitted no later than August 21st, 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 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) :

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):

Juice-Tomato & Vegetable

06400

Exclude

Exclude

Exclude

Include

Category Evaluation Month (MM/YYYY):

Date Last Completed (MM/YYYY):

Aug 2026

06/2025

Category Manager:

Todd Heasley

Implementation / Scorecard to be Managed by:

Daniel Kinstetter / Todd Heasley

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):

Destination

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)

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)

Review Milestones

NTT Release

Vendor Presentations

Results Published

New Item Start Date

New Items in Distributor by

POG's Published

Store Resets Start

Comments

8ft

4ft

July 2026

13 and 52 weeks

CONUS including AK/HI

Patron Savings/Dollars/Units

ACV

xAOC

July 24, 2026

Aug 31 – Sep 4, 2026

Sep 28, 2026

Oct 26, 2026

Oct 26, 2026

Nov 1, 2026

Nov 8, 2026