



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

MSN

August 4, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26 – 167

SUBJECT: Category Review Notification – Frozen Dessert

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Frozen Dessert in September 2026. In accordance with Notice to the Trade 26-167 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Supplier/Broker: CJ FOODS INC / OSCWEB CO
Category Validator Broker: CONAGRA INC / EURPAC

Appointments/Presentations will be held on September 8th – 17th, 2026. Appointment requests must be submitted no later than September 4, 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 may be directed to Mr. Johnny Stewart, Merchandising Specialist, at Johnny.Stewart@deca.mil or 804-734-8000 extension 48930 or Ms. Jessica Stables, Category Manager, at jessica.stables@deca.mil or 804-734-8000 extension 48135.

Todd P. Heasley
Acting 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):

FROZEN DESSERT

04650

Exclude

Include

Include

Include

Category Evaluation Month (MM/YYYY):

Date Last Completed (MM/YYYY):

September 2026

September 2025 (Evaluation)

Category Manager:

Jessica Stables

Implementation / Scorecard to be Managed by:

Johnny Stewart / Jessica Stables

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

Basket Builder

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):

Yes

Yes

Yes

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)

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)

4DR – 8DR

2DR – 3DR

August 2026

13 and 52 weeks

CONUS including AK/HI

Patron Savings/Dollars/Units

ACV

RM and/or xAOC

Review Milestones

NTT Release

August 5, 2026

Vendor Presentations

September 8 –17, 2026

Results Published

October 2, 2026

New Item Start Date

November 16, 2026

New Items in Distributor by

November 16, 2026

POG's Published

November 30, 2026

Store Resets Start

TBD

Comments:
Please note that these dates are subject to change based on category size and complexity, as well as other factors beyond our control, including distributor-related issues or other unforeseen circumstances. In some cases, decisions may be made sooner than the projected timeline if the scope allows.