



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

MSN

September 22, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26 – 177

SUBJECT: Category Review Notification – Canned Tomatoes

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Canned Tomatoes in October 2026. In accordance with Notice to the Trade 26-177 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Broker: Conagra/Eurpac
Category Validator Broker: Delmonte/S&K

Appointments/Presentations will be held on October 27-29, 2026. Appointment requests must be submitted no later than October 19, 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 Loretta Williams, Merchandising Specialist, at Loretta.Williams@deca.mil or 804-734-8000 extension 86135.

Robert
Culbreth

Robert B. Culbreth
Director of Sales, Non-Fresh

Digitally signed by Robert
Culbreth
Date: 2026.09.25
15:47:55 -04'00'

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):

CANNED TOMATOES

10000

Exclude

Include

Include

Include

Category Evaluation Month (MM/YYYY):

Date Last Completed (MM/YYYY):

OCTOBER 2026

February 2024

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):

Basket Builder

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)

8ft & above

4ft

October 2026

13 and 52 weeks

CONUS including AK/HI

Patron Savings/Dollars/Units

ACV

xAOC

Review Milestones

NTT Release

Vendor Presentations

Results Published

New Item Start Date

New Items in Distributor by

POG's Published

Store Resets Start

September 2026

October 27-29, 2026

November 13, 2026

November 16, 2026

December 16, 2026

December 28, 2026

January 4, 2027

Comments This review will be done early than what is posted in NTT 26-05 Calendar Year 2026 to get new innovation out to the stores before winter months of November – February 2027.