



2026 Allocated Product Releases

January

Monthly Release

- Available to view online Jan 12th
- On Sale Date Jan 24th @ 10am

February

Monthly Release

- Available to view online Feb 9th
- On Sale Date Feb 21st @ 10am

Quarterly Release Info

- Registration opens Feb 2nd and closes Feb 22nd

March

Quarterly Release

- Available to view online Mar 9th
- On Sale Date March 21st @ 10am

April

Monthly Release

- Available to view online April 13th
- On Sale Date April 25th @ 10am

May

Monthly Release

- Available to view online May 11th
- On Sale Date May 23rd @ 10am

Quarterly Release Info

- Registration opens May 4th and closes May 24th

June

Quarterly Release

- Available to view online June 8th
- On Sale Date June 20th @ 10am

July

Monthly Release

- Available to view online July 13th
- On Sale Date July 25th @ 10am

August

Monthly Release

- Available to view online Aug 10th
- On Sale Date Aug 22nd @ 10am

September Bourbon Heritage Month Info

- Registration opens Aug 3rd and closes Aug 23rd

September

Bourbon Heritage Month

- Available to view online Sept 1st
- On Sale Date TBD @ 10am
- Week 1 TBD
- Week 2 TBD
- Week 3 TBD
- Week 4 TBD

October

Monthly Release

- Available to view online Oct 12th
- On Sale Date Oct 24th @ 10am

Annual Release Info

- Registration opens Oct 5th and closes Oct 25th

November

Monthly Release

- Available to view online Nov 9th
- On Sale Date Nov 21st @ 10am

December

Annual Fall Whiskey Release

**Saturday
December 12, 2026**