

Friday, August 22, 2025

## Holiday VAP & P5 (Sept/Oct) 2025 DA Items

Dear Valued Licensees,

We hope you are staying cool and enjoying the tail end of summer. As we look ahead to fall, we're excited to share the list of items offering a DA for P5 2025, along with details for this year's Holiday VAP Buy-In.

You're welcome to reserve these items at your local wholesale store throughout the period. As in previous years, we will also host an Online Buy-In Ordering event, beginning at **8 AM on Wednesday, September 24, 2025**, and closing at **5 PM on Thursday, September 25, 2025**. Please note this is slightly earlier than usual to accommodate the Holiday VAP Buy-In the following week. To participate, simply visit **alabamaselectspirits.com** link below to register and set up your account.

The **Holiday VAP Buy-In Period** will run from **8 AM on Wednesday, October 1, 2025**, through **5 PM on Thursday, October 2, 2025**. VAP items will begin shipping to ABC wholesale stores during the **first week of November**. The full VAP list will be posted online the **first full week of September**, in the same location as the DA items. If any items are delayed or cut from production, we will update the list accordingly to keep you informed.

As always, please double-check the store number where you would like your cases shipped and be sure to hit the **SUBMIT** button at the end of your order. This step is essential to ensure your reservation is properly entered. You will receive a confirmation notice once your order is received.

**Shipping & Delivery Timeline:** P5 DA inventory will begin shipping on **Monday, October 13, 2025**, with all deliveries expected to be completed by **Friday, October 24, 2025**. Please make sure to purchase or pick up all inventory by **3 PM on Friday, October 31, 2025**. DA pricing will **not** be honored after **5 PM on October 31**.

See the links for the websites and a list of products that will be available.

<https://alabamaselectspirits.com/>

[https://alabcboard.gov/product-management/DA\\_Products](https://alabcboard.gov/product-management/DA_Products)

<https://alabcboard.gov/product-management/VAP-Holiday>

Thank you for your continued partnership. We appreciate your support and look forward to a successful season ahead.

Warm regards,

**Mike Henby**

Director of Product Management

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