

Friday, April 10th, 2026

ABC PD5 (May) 2026 DA Items

Dear Valued Licensees,

I hope this message finds you well. We appreciate your continued participation in the DA process and hope you have found taken advantage of the discounts in the P1 and P2 DA periods so far this year.

We want to make you aware of an important update: **DA periods have transitioned from 2-month to 1-month cycles**, beginning in May (PD5) of the 2026 calendar year.

While the length of each DA period has changed, the general timelines for pre-ordering and deliveries will remain consistent, **with one exception**: online ordering will now occur on the last Tuesday and Wednesday before the start of each DA period. Be sure to view/save/print the 2026 DA Calendar in the attached link.

Below you will find key dates and timelines as well as links to the list of items offering PD5 DA's 2026.

- **Ordering Window**

- You may readily purchase DA items at your selected wholesale location during the designated DA period.
- The Online Buy-In Ordering Event will begin at **8:00 AM on Tuesday, April 28, 2026**, and conclude at **5:00 PM on Wednesday, April 29, 2026**.
- Please remember to click **SUBMIT** when your order is complete.

- **Delivery Timeline**

- Inventory shipments will begin as early as **Monday, May 18, 2026**.
- All deliveries will be completed by **Friday, May 22, 2026**.

- **Pricing & Licensee Responsibility**

- Each licensee is responsible for purchasing and picking up all allocated inventory before the DA period ends.
- **May DA pricing will not be honored after 5:00 PM on Friday, May 29, 2026.**

Please refer to the links provided for website access and a complete list of products available for this DA period.

<https://alabamaselectspirits.com>

https://alabcboard.gov/product-management/DA_Products

We appreciate your continued partnership and look forward to supporting your success in 2026.

Sincerely,

Mike Henby
Director of Product Management