Friday, November 6, 2026

PD12 (December) 2026 DA Items &

ABC HOLIDAY VAP (Gift Set) Update

Dear Valued Licensees,

With the holiday season in full swing, we're excited to share our **PD12 December DA items** and the latest updates on this year's **Holiday VAP Buy-In**. As customers continue to celebrate, gather, and shop for holiday occasions, we are grateful for the opportunity to partner with you and support your business. We look forward to helping you finish the year strong with the gift sets and seasonal offerings that continue to drive excitement and sales during this special time of year.

We appreciate your continued engagement in the DA process and hope you were able to take full advantage of the discounts offered during **PD11 November**. **Deliveries for PD 11 orders are scheduled to begin arriving on November 18, 2026 and should be completed by November 24, 2026.** DA pricing for PD11 will not be honored after Monday, November 30, 2026.

Below you will find the key dates, timelines, and links for items offering **PD12 (December) DA's** for 2026, as well as updated information on the 2026 Holiday VAP deliveries.

PD12 December DA INFORMATION:

- PD12 DA Ordering Window
  – DA items may be purchased at your selected wholesale location during the designated DA period.
  – The Online Buy-In Ordering Event will begin at 8:00 AM on **Tuesday, November 24**, 2026, and conclude at 5:00 PM on Wednesday, **November 25**, 2026.
  – Please remember to **click SUBMIT** once your order is complete.
- PD12 DA Delivery Timeline (these are estimated due to our new warehouse integration)
  – Inventory shipments will begin as early as Monday, December 14, 2026.
  – All deliveries should be completed by Tuesday, December 22, 2026.
- PD12 DA Pricing & Licensee Responsibility
  – Each licensee is responsible for purchasing and picking up all requested inventory before the DA period ends.
  – October DA pricing will not be honored after 5:00 PM on Thursday, December 31, 2026.

HOLIDAY VAP INFORMATION:

- 2026 Holiday VAP Delivery Timeline

- VAP items began delivering to stores the first week of November to the same locations as your regular scheduled DA items. They will all be delivered by Saturday November 7.

- Licensee Responsibility

  - Each licensee is responsible for purchasing and picking up all requested inventory. We are asking to pick up the early shipment egg nog products ordered upon delivery to the selected ABC wholesale stores. All other holiday VAP product ordered must be picked up by Monday, November 16th as noted in the online calendar.

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

https://alabamaselectspirits.com
https://alabcboard.gov/product-management/DA_Products
https://alabcboard.gov/product-management/VAP-Holiday

We appreciate your continued partnership and look forward to supporting your success throughout the fall and holiday season. Wishing you a festive and profitable close to 2026!

Sincerely,
Mike Henby
Director of Product Management