

Monday September 28, 2026

ABC HOLIDAY VAP(Gift Set) REMINDER

Dear Valued Licensees,

As we prepare for the 2026 Holiday VAP Online Sale, we want to ensure all licensees are fully aware of the process and have access to the necessary information. Last year, **120 licensees** participated in the online sale, and our goal this year is to make sure *everyone* who wishes to participate has the opportunity and understands how to do so.

Through the provided links, you will be able to view:

- The **products** included in the Holiday VAP sale
- **Pricing** for each available item
- **Available quantities** allocated for licensee purchase
- **First-day order limits**, clearly posted to assist you in planning your orders(increased due to demand)

Please review all details carefully so that you are ready when the sale opens.

HOLIDAY VAP INFORMATION:

✚ 2026 Holiday VAP ordering window

- The Online Buy-in ordering event will begin at **8:00 AM on Tuesday, September 29, 2026 and conclude at 5:00 PM on Wednesday, September 30, 2026.**

✚ 2026 Holiday VAP Delivery Timeline

- VAP items are scheduled to begin delivering to stores the first week of November to the same locations as your regular scheduled DA items.
 - **We are looking to send out some inventory early (eggnogs & creams) to give licensees and retail customers additional time to purchase during the holidays(estimating deliveries beginning the week of October 12th). Notification to licensees with orders will be sent prior to shipping.**

✚ Licensee Responsibility

- Each licensee is responsible for purchasing and picking up all requested inventory. All 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