

Tuesday, October 25, 2022

Holiday VAP

Dear Valued Licensees,

I hope this note finds you well! This purpose of this communication is to follow up on some important information regarding holiday VAP. Thank you to all of the licensees that chose to participate in the online Holiday Buy in period. There were more orders this year than ever before.

Below are some key dates and information regarding Holiday VAP 2022

- Deliveries to all stores will begin 11/1/22 and should be completed by 11/8/22.
- All Holiday VAP items must be purchased and picked up by 11/18/22. Any VAP that has not been picked up by 11/18/22 will be offered to other licensees on a first come first serve basis beginning 11/21/22.
- The ABC will release any remaining Holiday VAP offerings in wholesale & combo stores for licensees to purchase beginning on 12/19/22.

Please note there were a handful of items that did not ship in and thus your requests for these items were not fulfilled due to not having the product to fulfill it. Below is the list of items that you may have requested that will not be fulfilled. Please make note so that you can adjust on your end.

CODE	ITEM NAME
A007153	DIPLOMATICO RESERVA EXCLUSIVA 750 W/ 2 ROCKS GLASSES
A001821	RUMCHATA 750 W/ 2 50 MLS
F007910	STOLI WINTER MULE PACK
D007635	FRANKLY ORGANIC VODKA (50 ML TRIAL PK)
A007074	PENNSYLVANIA DUTCH EGG NOG
D000306	JACK DANIEL'S 50ML VARIETY PACK

Thank you for your patronage,

Brian Guilbeau

Product Management Advisor

Alabama ABC

2715 Gunter Park Drive West

Montgomery, AL 36109

Office: 334-271-3840