

Friday, August 23, 2024

Holiday VAP & P5 (Sept/Oct) 2024 DA Items

Dear Valued Licensees,

I hope this note finds you well and you are finding ways to beat the summer heat. Included in this communication, you will find the list of items offering a DA for P5 2024 along with information about the Holiday VAP Buy in and offerings.

Please keep in mind that you can take advantage of reserving these items at your local wholesale store through the period. As in the past we will be offering an On-Line Buy-In Ordering event which will begin at **8 am on Wednesday, September 25, 2024** and will conclude at **5 pm on Thursday, September 26, 2024**. Please note that this Buy-In Period is a little earlier than normal due to the VAP online Buy In being held the following week. If you would like to participate, you must follow the "alabamaselectspirits.com" link below to register and set up your account.

The Holiday VAP Buy-In Period will begin at 8am on Wednesday, October 2, 2024 and will conclude at 5pm on Thursday, October 3, 2024. Holiday VAP items will begin shipping to the corresponding ABC wholesale stores the first week of November 2024. The Holiday VAP list will be published on the ABC website in the same location where you will find the list of DA items (link below). The VAPs offered for this year will be release the first full week of September. Should an item not deliver in time for loading and delivery, it will not be processed on your order. If we are notified of items that have been cut from production, we will update the published list online.

As mentioned in previous periods, please **verify/confirm the store #** where you want the cases shipped and be sure to hit the SUBMIT button at the end of your ordering process. ***This is the only way your reservations will be entered into the system.*** Please look for the confirmation notice from the site letting you know that your order was received.

Depending on the delivery schedule of the store you choose, P5 DA inventory will begin shipping on Monday, October 14, 2024 and all products should be delivered by Friday, October 25, 2024. It will be your responsibility to purchase/pickup all inventory before 3pm on Thursday, October 31, 2024. Sept/Oct DA pricing will **NOT** be honored **AFTER** 5PM Thursday, October 31, 2024.

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/VAP-Holiday>

Thank you for your patronage,

Mike Henby

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