



State of Alabama  
ABC Board  
200TH Anniversary  
Special Release Products



DISPLAY TIME	MONTH PICKED	VENDOR	BRAND	EVENT	NOTES	STORES	ARRIVE AT BOARD	NO. OF CS	TO BE SHIPPED	RELEASE DATE	PRESS RELEASE	EMAIL BLAST
JULY	April	PATRON	PATRON REPO & ANEJO	Patron Anejo and Patron Reposado Barrel Release with AL Bicentennial Necker	Barrel selection on Anejo and Repo for the State of Alabama	177, 180, 31, 102, 7, 84, 108, 53	Late June Early July	50cs	July 20 - 25	MONDAY, JULY 29, 2019	Y	Y
AUGUST	March	HEAVEN HILL	ELIJAH CRAIG	Heaven in Alabama	Will arrive first to second week in June. 3 Barrels Selected by Alabama Senators. Will have 200th Logo on Bottle.	58, 180, 53, 238, 4, 72, 66, 67, 84, 108	Late June Early July	TBD				
		BROWN FOREMAN	JACK DANIEL'S SB BARREL SELECT	BICENTENNIAL BARREL RELEASE	Two selected barrels JD5214 / JD5215 Will feature Bicentennial medallion.	TBD	Will arrive late July or early August.	89cs				
SEPTEMBER	April	BEAM SUNTORY	KNOB CREEK SINGLE BARREL	Legislature Pics	Legislature will pick from barrels to be private labels for 200th Anniversary - Plus Bottle Etching at Select Stores	58, 180, 53, 238, 4, 72, 66, 67, 84, 108	First Week of August for September Display					
	June	PERNOD RICARD	SMOOTH AMBLER	Bicentennial Barrell Release	200th Anniversary Label	TBD	Arrives August Tentatively	45cs	September Tentatively			
OCTOBER	October	BIG ESCAMBIA	DETLING BOURBON / WHISKEY	In state Distillery Release	Will have Gold Wax representing 200th Anniversary /	TBD						
NOVEMBER	November	BIG ESCAMBIA	DETLING BOURBON / WHISKEY	In state Distillery Release	200th Anniversary Barrel Selection / P5 POD Submission Approximately 17 - 12 pks	58, 39, 53, 238, 4, 72, 66, 67, 84, 108, 41	October					
	November	REMY MARTIN	REMY MARTIN	Cheers to Alabama	200 Prizes, 1 Grand Prize, Local Artist to be commissioned to paint 25 - 30 Btls, Bottle Engraving Event, Tasting Events	175, 58, 238, 4, 111, 234, 151, 108, 31, 84	Late September / Early October					
	Nov - Dec	CONECUH BRANDS	CLYDE MAY	Alabama State Spirit	Will have a 200th Anniversary sticker and POS	4, 58, 66, 69, 72, 84, 108, 180, 238, 49						