

Wednesday, September 9, 2026

PD10 (October) 2026 DA Items & ABC HOLIDAY VAP(Gift Set)

Dear Valued Licensees,

As summer wraps up and we begin to welcome the crisp, festive spirit of fall, we are excited to share our PD10 October DA items along with this year's Holiday VAP Buy-In details. The holiday season is quickly approaching, and we are looking forward to helping you stock up on the special gift sets and seasonal favorites customers look forward to each year.

We appreciate your continued participation in the DA process and hope you have taken advantage of the discounts offered for PD 9 September 2026. **Deliveries for Period 9 orders are scheduled to begin arriving on September 17, 2026 and will be completed by September 25, 2026.** DA pricing for PD9 will not be honored after Wednesday September 30, 2026.

Below you will find the key dates, timelines, and links for items offering PD10 (October) DA's for 2026 and 2026 Holiday VAP offerings (Subject to change due to availability). Please note this is slightly earlier than usual to accommodate the Holiday VAP Buy-In the following week. To participate, simply visit **alabamaselectspirits.com** link below to register and set up your account.

PD10 OCTOBER INFORMATION:

- ✚ PD10 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, September 22, 2026**, and conclude at 5:00 PM on Wednesday, **September 23, 2026**.
 - Please remember to **click SUBMIT** once your order is complete.
- ✚ PD10 DA Delivery Timeline
 - Inventory shipments will begin as early as Monday, October 19, 2026.
 - All deliveries will be completed by Tuesday, October 23, 2026.
- ✚ PD10 DA Pricing & Licensee Responsibility
 - Each licensee is responsible for purchasing and picking up all requested inventory before the DA period ends.
 - July DA pricing will not be honored after 5:00 PM on Friday, October 30, 2026.

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