

Friday, October 16, 2026

PD11 (November) 2026 DA Items & ABC HOLIDAY VAP (Gift Set) Update

Dear Valued Licensees,

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As we move deeper into the festive fall season and prepare for the year-end holidays, we are pleased to share our **PD11 November DA items** along with updated details regarding this year's Holiday VAP Buy-In. The holiday period is quickly approaching, and we are excited to support you in securing the gift sets and seasonal selections your customers look forward to each year.

We appreciate your continued engagement in the DA process and hope you were able to take full advantage of the discounts offered during **PD10 October**. We are also pleased to report **significantly increased participation in this year's Holiday VAP online sale**, and we thank you for your strong response and partnership as we work to optimize availability and seasonal demand. **Deliveries for PD 10 orders are scheduled to begin arriving on October 19, 2026 and should be completed by October 23, 2026.** DA pricing for PD10 will not be honored after Friday October 30, 2026.

Below you will find the key dates, timelines, and links for items offering **PD11 (November) DA's** for 2026, as well as updated information on the 2026 Holiday VAP offerings (subject to change based on availability). To participate, simply visit the **alabamaselectspirits.com** link below to register and set up your account.

PD11 November DA INFORMATION:

- PD11 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, October 27, 2026**, and conclude at 5:00 PM on Wednesday, **October 28, 2026**.
 - Please remember to **click SUBMIT** once your order is complete.
- PD11 DA Delivery Timeline (these are estimated due to our new warehouse integration)
 - Inventory shipments will begin as early as Monday, November 16, 2026.
 - All deliveries should be completed by Tuesday, November 20, 2026.
- PD11 DA Pricing & Licensee Responsibility
 - Each licensee is responsible for purchasing and picking up all requested inventory before the DA period ends.
 - October DA pricing will not be honored after 5:00 PM on Friday, October 30, 2026.

HOLIDAY VAP INFORMATION:

🌟 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.
 - You all should have received an email notification of the EARLY items being sent to your designated stores that is scheduled to begin delivering the week of October 26, 2026.

🌟 Licensee Responsibility

- Each licensee is responsible for purchasing and picking up all requested inventory. We are asking to pick up the early shipment egg nog products ordered upon delivery to the selected ABC wholesale stores. All other 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