

Marketing Opportunities at Virginia ABC

- *Tyler Moore – Director of Marketing & Logistics – Virginia ABC*
- *February 3, 2026*



Quarterly Product Listings

- New products are considered on a quarterly basis for on-shelf placement February 1, April 1, July 1 and October 1
 - We work ~6 months ahead for submission and review.
- Guardrails: Focus on the best sales growth opportunities and provide direction on product needs based on categories and price tiers.
 - Guardrails change each quarter. Instructions are provided on what categories and price tiers are under recommended for the quarter.
- Listings information can be found at the QR code:
<https://www.abc.virginia.gov/licenses/spirits-industry-resources/listings-and-delistings>
*Forms are available online when the cycle is open
- The next Listings Cycle opens March 23, 2026
- Product size extensions should be submitted through the listings process



One-Time Buys and Limited Time Offers

- One-Time Buys and Limited Time Offers are reviewed on a rolling basis.
- Submit using the Excel Form updated in November 2025.
 - Send to the Product Acquisition Team: Abby Pendleton, Maria Jeter and Tyler Moore
- What we look for:
 - Unique and innovative opportunities
 - Product sales data
 - Marketing support information (what are you doing to support the brand in-market)
 - Products that follow consumer trends
- “One-Time Buy” does not mean we will only purchase once. We may repeat a buy based on success and other factors.
- Holiday submissions: We will formally ask for offerings in February 2026 and review products as a part of our overall Holiday buy.

Store Attachment Expansions

- Attachment expansions are reviewed on a rolling basis
- Submit the following:
 - Specific number of stores to expand to
 - Product sales data
 - Marketing support information (what are you doing to support the brand in-market)
- What we look at:
 - Product and brand sales
 - Product dollars per attached store
 - Category and price tier growth
 - Current store attachments – is your product in the “correct” stores
- Retractions: If you would like to retract your product from low performing stores, reach out to the Product Acquisition Team

Discounting & Quarterly Price Changes

- Discounting is allowed on products up to 8 times a year per “brand label.”
 - Brand label example: “Deep Eddy Lemon Vodka”
 - Virginia ABC sales do not count in the 8 times/year
- Discount requirements
 - Products below 1.75L must be at least \$1 or 5% off, whichever is greater
 - Products 1.75L and above must be at least \$2 or 5% off, whichever is greater
- ***NEW*** Discounts are due in MIPS the 15th day of the month prior.
 - Ex: March discounts are due February 15 at 11:59 p.m.
- Quarterly Price Changes are due on the 1st day of the quarter before:
 - **January 1** due October 1, **April 1** due January 1, **July 1** due April 1, **October 1** due July 1

In-Store PODs & Displays (Defined)

- Virginia ABC offers the opportunity for in-store PODs & defined displays monthly January through September
 - These displays are typically endcaps and/or case stacks
 - During October through December, the in-store display space is used for seasonal, holiday items and Value-Added Package (VAPs)
- Timing & Assignments
 - Process for 2027 will start with an email invitation to solicit supplier requests in March 2026
 - Suppliers are asked to submit products as well as theming for their PODs & displays (e.g. - Cinco de Mayo, St. Patrick's Day, etc....)
 - Virginia ABC reviews the submissions and makes assignments based on overall sales, brand strength, category and theming.
 - 2027 display assignment notifications will be sent to suppliers in May 2026 (POD assignments are sent separately)
- Notes
 - Products selected for a display must be discounted for the display month
 - POD products do not need to be on discount
 - POS creative is created and produced by the supplier and must be approved by Virginia ABC 60 days prior to display month
 - Supplier must be able to supply the requested inventory for the display

In-Store Displays (Ad-Hoc)

- Virginia ABC also offers the opportunity for displays outside of the defined display process. These ad-hoc opportunities feature:
 - New or unique product offerings
 - Special promotional events (e.g. - World Cup, USA 250th Birthday, etc....)
- Timing
 - Ad-hoc display concepts can be sent to ABC as they arise
 - ABC asks for sufficient lead-time for an internal review and to address any logistical concerns (product delivery to Virginia ABC distribution center and then to stores)

Tastings

- In-store tasting events are available to introduce and educate customers about products
- Available Products
 - All standard, SOC and SONC products are eligible for tasting events
 - A product does not have to be attached to a store to schedule it for a tasting event
 - Sampling is limited to a total of 1.5oz for spirits; 5oz for wine
 - Products used for the event must be purchased from Virginia ABC at retail price
- Scheduling
 - Done via MIPS on a first-come, first-serve basis
 - Scheduling window opens at 8am, 45 days in advance of the beginning of the month (e.g., the April tasting window opens on February 15th)
 - Scheduling is on-going with no close date
 - Events scheduled 15 days or less than before the tasting event, the supplier is responsible for providing the inventory to support the event
- Notes
 - Solicitor Tasting Permit is required for all staff not direct employees of a manufacturer (in or out of state)

Tastings - Special Events

- If you have a master distiller, celebrity, owner, founder, engravings, etc...as part of a tasting event, Virginia ABC wants to know as we will assist in promoting the event
- General supplier information and regulation on tasting events can be found at: [Tastings Information](#)
- All tasting events are listed on the ABC website:
<https://www.abc.virginia.gov/stores/tastings>

Tastings - Special Events (Website & Social Media)

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Home > Stores > Tastings

Tastings

Bottle Signing with On Your 6 Bourbon Founders

September 25-27th, join On Your 6 Founders for a bottle signing and tasting. Founded by U.S. Veterans, On Your Six Bourbon was inspired by fellow American service members and everyday heroes like nurses, police officers, teachers, and firefighters who make this country so loved and respected. Crafted in the tradition of classic American whiskeys from the finest ingredients, On Your Six is more than a premium bourbon - it's a purpose-driven company committed to honor and integrity. We serve those who serve.

[FIND A SIGNING NEAR YOU](#)



on your six

Results 1-5 of 5 for on your six in 0.19 seconds

Tasting Date

- 09/20/2025
- 09/25/2025
- 09/26/2025
- 09/27/2025
- 10/03/2025

City / Town

- Alexandria
- Richmond
- 10 locations

Saturday, September 20 2025

City / Town (Store #)	Address	Time	Products
Fredericksburg	4185 Plank Road (#313)	12 PM - 2 PM	On Your Six Bourbon Whiskey

Thursday, September 25 2025

City / Town (Store #)	Address	Time	Products
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Spirited Virginia

Save the date! Join On Your 6 Founder, Danny Marshall, for a bottle signing and tasting. Danny will be visiting several locations across Northern Virginia, Virginia Beach and Norfolk—find one near you! 🎉

Thursday, September 25th, from 6-8 p.m.
📍 Kingstowne Towne Center
5926 Kingstowne Towne Ctr, Alexandria, VA 22315

Friday, September 26th, from 3-5 p.m.
📍 Leesburg Pike Plaza
3501B S Jefferson St, Falls Church, VA 22041

Friday, September 26th, from 6-8 p.m.
📍 Bradley Shopping Center
3678 King St, Alexandria, VA 22302

Saturday, September 27th, from 12-2 p.m.
📍 Holland Shopping Plaza
4334 Holland Rd, Virginia Beach, VA 23452

Saturday, September 27th, from 3-5 p.m.
📍 Midtown Shopping Center
Address: 7550 Granby St, Norfolk, VA 23505

👉 Find more details here: <https://tinyurl.com/36rxdjvb>



WE SERVE THOSE WHO SERVE

ON YOUR SIX BOURBON WHISKEY

BOTTLE SIGNING WITH ON YOUR 6 FOUNDERS

VETERAN FOUNDED | 100% CELEBRITY FREE | MADE IN THE USA

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Shelf-Talkers

- Product description attached to in-store shelving to better educate customers
- Eligible products
 - Newly listed product or OTBs
 - Top five revenue generating product in each merchandise category
 - Products that are 30% above the average purchase price in each merchandising category
- Printing
 - 'Professional Printing' is the vendor
 - Templatized layout and design (keep the look and feel consistent)
- Suppliers Responsibility
 - Cost associated with the printing and shipping of the shelf-talkers
 - Placement of shelf-talkers on products in stores



General Notes

- Virginia ABC Branding
 - Please consult our brand guide when developing content and visuals that include reference to Virginia ABC or usage logo [Virginia ABC Brand Resources](#)
 - Always spell out 'Virginia' when referring to Virginia ABC
- Supplier Advisory Committee (SAC) Meetings
 - Two held per year at Virginia ABC offices (virtual option is available)
 - March 19, 2026
 - September 10, 2026
- Email Contact List
 - If you are not receiving the Listings and/or SAC meeting invites, please send an email to MarketingTM@virginiaabc.com

Virginia ABC Marketing Team

- Tyler Moore –Director of Marketing
 - Product Acquisition Team
 - Maria Jeter – Product Acquisition Manager
 - Abby Pendleton – Product Acquisition Specialist
 - Consumer Engagement Team
 - John Moreland – Senior Consumer Engagement Manager
 - Cindi Houtz – Consumer & Digital Marketing Specialist
 - Christina Gunter – Consumer Marketing Specialist
 - Category Management Team
 - Chris Mamon – Senior Merchandising Manager
 - Corey Miles – Marketing & Merchandising Analyst

- Questions?