

Vermont Department of Liquor and Lottery

Division of Liquor Control

DA-Depletion Allowance sales program

Depletion Allowance or DA Program-30 day (month long) sale:

The VDLC will discontinue two week deals effective November 1, 2016.

- Vermont Brokers will be required to offer a minimum of \$2.00 retail price discount per bottle in order to program. A minimum of \$3.00 retail discount per bottle is required to qualify for floor displays. The Department will provide the agency stores with a list of priorities.
- Our goal is to maximize sales through programming. The floor display priorities will be selected from our top selling 50 brands. Of those top 50 brands we will select the top 15 selling brands within that group monthly. Newspaper ads-will continue, the top 15 discounted items will get newspaper ad space, 8 for 14 days and 7 for the next 14 days of the month.
- DLC will continue to create and send sale cards for monthly sale items to the agency stores.
- Sales flyers will be discontinued and replaced by the 802Spirits sales magazine which will be published monthly.
- Offers are due 60 days prior or 1st of the month. Please refer to the VDLC fiscal calendar that is now available on our website for specific submission deadlines
- We will accept D.A. offers on regular listed, high volume items, in the 750ML and 1.75L package sizes only.
- Each Regular listed s.k.u. may program a maximum of 6 times per year.
- Depletion allowances will not be accepted for back to back months. The state will contribute up to two 2:1 and two 3:1 deals per regular listed s.k.u. per fiscal year.

Display Criteria:

*The floor display priorities will be selected from our top selling 50 brands. Of those top 50 brands we will select the top 15 selling brands within that group monthly.

*Point of sales materials are expected to be provided in retail.

*There are up to 15 display locations available, depending on the agency store. DLC will notify the agency store what items are eligible for display.