



## **JANUARY 2026 LISTING & DELISTING CYCLE**

This document outlines the processes, timelines, and requirements that apply to the January 2026 listing and delisting cycle. These guidelines are effective January 1, 2026 and will remain in effect until the 2026 Vendor Manual is formally published.

### **Listing Cycle Structure**

Beginning January 1, 2026, the DABS will conduct four structured listing cycles per year, each aligned to specific category groups. Products will only be reviewed during the cycle in which their category is scheduled, unless an exception is approved at DABS' discretion. Each listing cycle includes both new item evaluations and delisting evaluations for the categories scheduled in that cycle.

Approved products will receive a designated status (e.g., General, Limited, Seasonal/Test), which determines distribution and replenishment treatment.

### **January 2026 (Spring) Cycle – Key Dates**

- New Item Submissions Due: January 31, 2026
- Item Presentations: January (30 minutes; virtual preferred)
- Decisions Communicated: March 1, 2026
- Inventory Due at Warehouse: April 15, 2026
- Expected On-Shelf Timing: May 2026

### **Categories Evaluated in January**

The following categories are open for new item submissions and delisting evaluations during the January cycle:

- Beer
- Cider
- RTDs (spirits- and wine-based canned cocktails, FMB)
- Soju
- Vodka
- Alternate Spirits Sizes (200/375mL, 1/1.75L)
- Domestic White Wines
- International White Wines

### **How to Submit a Listing Application**

All submissions must be completed through the Utah DABS Online Licensing & Permitting System. Each application must include:

- High-resolution product image
- UPC image
- Accurate sell unit and case dimensions
- NABCA code (required prior to PO issuance)
- Federal Certificate of Label Approval (COLA)
- For malt beverages: DABS compliance label approval

Applications that are incomplete, inaccurate, or submitted after the deadline may be excluded.

## **Evaluation Process**

Items submitted during the January cycle will be reviewed using a structured evaluation process that includes:

- Initial screening for category fit and market relevance
- Committee review

Evaluation considerations include:

- Category alignment and role
- Market demand and consumer interest
- Product quality and presentation
- Supplier fulfillment performance and reliability
- Planned market support in Utah

Final decisions will be communicated via email from the Utah DABS Online Licensing & Permitting System.

## **Product Trades**

A product trade allows a supplier/representative to propose replacing a slower-moving product currently in distribution with a new item.

Key requirements:

- Product trades must be submitted as part of a scheduled listing cycle
- The proposed item is evaluated as a new listing using standard criteria
- A product trade request does not guarantee acceptance of the new item or automatic removal of the existing item

If a trade is approved, the supplier/representative must execute a plan to manage remaining inventory of the replaced product, typically within 90 days unless otherwise approved.

## **Delisting Reviews**

The DABS conducts regular category performance reviews to maintain a relevant and high-performing assortment.

For the Spring cycle, delisting evaluations will occur in January for the categories listed above. These evaluations are intentionally aligned with the upcoming listing cycle to support space planning, inventory management, and category balance.

Delisting reviews consider:

- Sales performance and velocity
- Competitive positioning within the category or price tier
- Supplier fulfillment reliability
- In-stock performance

Based on these evaluations, products may be:

- Retained
- Placed on probation
- Recommended for delisting

Vendors/Suppliers/Representatives will receive written notice if an item is recommended for delisting and will be provided a defined opportunity to respond.