



VENDOR PARTNERSHIP MANUAL

Department of Alcoholic Beverage Services

2026

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NOTICE

Policy Revision and Update Statement

The Utah Department of Alcoholic Beverage Services (DABS) reserves the right to update or modify this Vendor Partnership Manual and the policies, procedures, and programs referenced within it at any time. The DABS aims to conduct an annual review of this manual to ensure alignment with current laws, systems, and operational practices.

Minor Revisions

Clarifications, form updates, or small process adjustments will be communicated via email. The updated manual will also be posted on the DABS website.

Major Revisions

Policy changes that introduce new requirements or materially affect vendor/representative responsibilities will require vendors/representatives to review the updated manual and submit a new signed acknowledgement confirming receipt.

All vendors/representatives are responsible for staying informed of updates and the most current version of this manual.

This version supersedes all previous versions of DABS vendor guidance. This version does not supersede any other written agreements between a vendor and DABS, including bailment and trade agreements.

1. INTRODUCTION

The Utah Department of Alcoholic Beverage Services (DABS) partners with manufacturers, vendors, importers, and industry representatives (herein referred to as “Vendors/Representatives”) to provide Utah customers with a broad, responsibly managed selection of quality products.

This manual outlines the processes, expectations, and standards that guide those partnerships – from listing and pricing to merchandising, logistics, and in-store activity.

Because the DABS is both a regulatory agency and the manager of a statewide retail system, vendor/representative partner cooperation is essential to ensuring product availability, compliance with state law, and operational consistency.

This manual is the primary reference for all processes governing the business relationship between the DABS and vendor/representative partners.

Purpose of the Manual

The Utah DABS Vendor Partnership Manual is designed to:

- Clarify processes for listing, pricing, promotions, merchandising, and logistics
- Define expectations for ethical, transparent, and collaborative vendor/representative relationships
- Ensure consistent policy application across all vendors/representatives and all product categories
- Support operational excellence through clear communication, accurate data submission, and adherence to schedules

This manual applies to all manufacturers, vendors, importers, and industry representatives who sell or manage alcoholic beverage products in the state of Utah on behalf of vendors.

All information is subject to change as policies, systems, or regulations evolve. Updates will be communicated and the most current version will be available on the DABS website.

2. PRODUCT MANAGEMENT

2a. LISTING PROCESS AND CALENDAR

Overview

Beginning January 1, 2026, DABS will conduct four structured listing cycles each year, each focusing on specific category groups. This approach balances innovation, customer demand, and optimized shelf space.

Key elements of the listing process:

- Category focus areas are published annually but may shift with reasonable notice
- Products approved through the review process receive one of several status designations (General, Limited, Allocated, or Seasonal/Test)
- Off-cycle (“exception-based”) submissions may be accepted for time-sensitive national launches or urgent market needs, at DABS’ discretion
- Presentation meetings may be scheduled during designated scheduling windows throughout the submission month and are capped at 30 minutes. Meetings are optional and will not impact listing decisions. Virtual meetings are preferred, and suppliers should limit presentations to their highest-priority items that are relevant to the categories under review for that listing cycle.
- Newly accepted products must arrive at the DABS Warehouse Distribution Center at least two weeks before the on-shelf date

Listing Cycle Timeline

Spring Cycle (May On-Shelf) <ul style="list-style-type: none">● Submissions due: January 31● Presentations: January● Sample requests: February 13● Decisions communicated: Week of March 1● Inventory due: April 15	Summer Cycle (August On-Shelf) <ul style="list-style-type: none">● Submissions due: April 30● Presentations: April● Sample requests: May 15● Decisions communicated: Week of June 1● Inventory due: July 15
Fall Cycle (October On-Shelf) <ul style="list-style-type: none">● Submissions due: June 30● Presentations: June● Sample requests: July 17● Decisions communicated: Week of August 1● Inventory due: September 15	Winter Cycle (February On-Shelf) <ul style="list-style-type: none">● Submissions due: September 30● Presentations: September● Sample requests: October 16● Decisions communicated: Week of November 1● Inventory due: January 15 (no December receiving of new items)

How to Submit a Listing Application

Vendors/representatives must submit their applications through the Utah DABS Online Licensing & Permitting System. Application items include:

- High-resolution product images
- Images of unit and case UPCs
- Accurate sell unit and case dimensions
- NABCA code (not a requirement for listing submission; however, would be required prior to PO issuance)
- Federal Certificate of Label Approval (COLA)
- For malted beverages: DABS Compliance label approval

Incomplete or late submissions may be excluded at DABS' discretion.

Evaluation and Selection Process

1. Initial Screening

Conducted by a Purchasing Agent and the Consumer Purchasing & Merchandising Division Director to:

- Validate completeness
- Identify items that address category gaps and opportunities
- Review brand performance in Utah and comparable markets
- Screen for customer requests or unmet demand

2. Committee Review

Items advancing from screening undergo committee evaluation by representatives from DABS Purchasing, Merchandising, and Retail Enterprise.

Criteria assessed include:

- Product sampling evaluation (when applicable)
- Market support plans
- Vendor reliability and fulfillment history
- Packaging compliance and customer appeal

Final decisions are communicated via an email from the Utah DABS Online Licensing & Permitting System.

2b. EVALUATION CRITERIA

Products are evaluated using a structured framework based on both quantitative and qualitative factors.

Primary Evaluation Areas

Category Alignment

- Fit with category priorities and strategic goals
- Role within category (core, premium, innovation)
- Price-tier performance expectations

Market Demand & Customer Interest

- Historical sales (Utah and proxy markets - includes Utah Special Order sales)
- Customer requests
- Brand recognition or relevance

Product Quality & Presentation

- Tasting results
- Packaging and shelf presence
- Compliance with federal/state standards

Vendor Performance & Reliability

- Fulfillment history
- Communication responsiveness
- Past compliance with DABS warehouse receiving requirements, including labeling and pallet configuration

Marketing Support

- Planned engagement with licensees
- Participation in merchandising programs (e.g., Product Information Cards)
- Demonstrated ability to support Utah performance

2c. SAMPLE REQUESTS

When requested by DABS, vendors/representatives may submit product samples for official evaluation as part of the listing review process. Samples are provided voluntarily and will not be purchased or reimbursed by the DABS under any circumstances.

Sample Authorization

- Samples must be requested in writing by the DABS Consumer Purchasing & Merchandising Division
- Unsolicited samples will not be accepted or reviewed

Sample Requirements

- Maximum 2 units per product
- Preferably in the same size as the selling unit, not to exceed 1 liter
- In accordance with state and federal law, samples must be shipped by common carrier (not USPS). Samples may not be hand-delivered or dropped off at DABS offices, and any such deliveries will not be accepted.
- Labeled: “Department Samples – Utah DABS”
- Include a cover letter listing the FOB cost

Shipping Address:

Attn: Consumer Purchasing & Merchandising Division – Department Samples
Utah Department of Alcoholic Beverage Services
1625 South 900 West
Salt Lake City UT 84104

2d. ITEM STATUS DESIGNATION

Each approved item receives a status designation that defines expectations for distribution, supply, merchandising eligibility, and operational handling. These designations create consistency across the statewide retail network and help the DABS manage inventory responsibly.

Item Status Definitions

Status	Definition	Distribution Expectation	Supply Dynamics
1-General/Core	Broadly distributed, core item forming the foundation of the category assortments	Broad distribution; typically available in >=80% of stores	Predictable, steady supply required
L-Limited	Select-store distribution based on category fit, relevance, demographics, or store capacity	Targeted store clusters	Stable, ongoing supply expected
A-Allocated	Products with vendor-driven availability constraints due to production size, vintage limitations, allocation programs, or niche specialty demand	Distribution varies by available supply; it may be controlled by vendor allocation or production limitations	Availability may fluctuate; fulfillment is often dependent on vendor allocation or constrained production
T-Seasonal/Test	One-time buys tied to seasonal programs or short-term tests designed to evaluate customer interest	Restricted, short-term distribution	One-time buy with strict delivery deadlines
S-Special Order	Items not stocked in stores but available upon request by the customer or licensee	None (customer-request driven)	Vendor maintains inventory and availability

Promotional Eligibility by Status

Only General (1) items are eligible for Special Price Allowance (SPAs).

Status Transition Guidelines

Movement between statuses may occur based on the following criteria and are considered as part of the listing process:

- T to 1/L: If performance demonstrates strong customer demand
- L to 1: Requires consistent velocity, distribution stability, and category fit
- S to L: When ongoing customer/licensee demand justifies distribution
- 1 to L or Delist: Driven by declining performance or category rationalization

All transitions are jointly reviewed by the Consumer Purchasing & Merchandising Division, Warehouse Distribution Center, and the Retail Enterprise Division.

2e. PRODUCT TRADES

A product trade allows a vendor/representative to propose replacing a slower-moving product currently in distribution with a new item. This process supports category health by enabling vendors to refresh their portfolio with items that may better align with current customer demand or market trends.

Submitting a Product Trade Request

Vendors/representatives must submit product trade requests as part of a regular listing cycle using the Product Listing Application.

Trade submissions must include:

- Identification of the item the vendor/representative proposes to remove
- Identification of the new item being proposed
- Rationale for the trade, including how the new item improves category performance, market relevance, or customer appeal
- A clear plan for managing remaining inventory of the item being replaced

Evaluation and Treatment of Product Trades

Product trades are evaluated as new item submissions, meaning:

- The proposed new item is reviewed using the same evaluation criteria as all new listings
- The item must demonstrate a stronger value proposition than the product it is replacing
- A product trade request does not guarantee acceptance of the new item or automatic removal of the existing item

In-Category vs. Cross-Category Trades

In-Category Trades (Preferred)

These trades occur when the replacement item is within the same category or subcategory as the item being removed.

- Treated within the replacement item listing cycle
- Easier to evaluate because they maintain category balance
- Most likely to be approved when a clear improvement is demonstrated

Cross-Category Trades (By Exception Only)

These trades propose replacing an item with one in a different category or subcategory. These are considered when:

- There is a category imbalance
- The replacement clearly supports a strategic customer need or category need

Inventory Depletion Requirements

When a product trade is approved, the vendor/representative must submit and execute a plan for managing the remaining inventory of the delisted item. The DABS expects depletion of the replaced product within 90 days, unless otherwise approved.

Acceptable depletion strategies may include:

- SPA or price reduction
- Vendor/representative pickup (for bailment inventory)
- Targeted distribution adjustments coordinated with the DABS Consumer Purchasing & Merchandising Division

Distribution of the New (Trade) Item

Approved trade items receive new item distribution, meaning:

- The new product does not inherit the previous product's distribution footprint
- Distribution is based on category role, anticipated demand, price tier, and DABS retail store capacity
- Product distribution will be managed in accordance with the DABS distribution guidelines

2f. PRODUCT CHANGES AND UPDATES

Vendors/representatives must notify the DABS Consumer Purchasing & Merchandising Division prior to the shipment of any product changes.

Change Types

Change Type	Examples	Treatment
Minor	Updated label artwork, packaging material, UPC, case pack changes	Written notice; may substitute once approved
Major	Formulation, varietal, package size, significant brand change	Re-evaluation by the DABS Consumer Purchasing & Merchandising Division; may require a new listing
Administrative	Correction to product description, vendor contact, pricing	Notify DABS Vendor Manager; no re-evaluation

2g. DELISTING GUIDELINES

The DABS regularly reviews all listed products to maintain an optimized, relevant, and high-performing assortment for Utah customers. Delisting is a performance-based and strategic process intended to ensure responsible use of shelf space, inventory efficiency, and category balance. These reviews inform distribution adjustments, delisting recommendations, and future category planning.

Performance Review and Evaluation Cycle

- Each listed product is reviewed at least annually as part of the category performance cycle
- Newly listed items are typically evaluated after 12 months of sales history
- Delisting reviews are aligned ahead of each new listing cycle, allowing sufficient time for inventory depletion, store resets, and space optimization to accommodate upcoming product introductions
- Evaluations consider both quantitative performance metrics and qualitative factors (see below), including vendor fulfillment performance. Repeated out-of-stocks or chronic supply disruptions may negatively impact a product's standing during the review cycle.

Quantitative Evaluation Framework

All products are evaluated through a structured three-test model:

1. **Total Dollar Sales (52-week rolling)**
Products are ranked within their category by dollar contribution
2. **Sales Velocity (Dollars per Store)**
Performance is evaluated relative to the number of stores carrying the item
3. **Competitive Performance Within Subcategory or Price Tier**
Products are evaluated within their competitive peer set

Quantitative Outcomes

- Fails 1 of 3 tests → Retained but monitored in the next cycle
- Fails 2 of 3 tests → Moves to qualitative review
- Fails 3 of 3 tests → Recommended for delisting

Qualitative Review

Products failing two of the three quantitative tests are reviewed further to ensure the decision considers category strategy and product diversity. DABS may retain the item if:

- The product fills a unique customer niche or category role
- It is a local product that contributes to Proudly Utah™ representation
- The item is new (within its first 12-18 months)
- Temporary operational or supply chain factors affected performance

Probation Period

If an item is not immediately delisted:

- The item enters a 6-month probation period
- Vendor/representative receives written notice
- The DABS monitors velocity, inventory movement, and in-stock compliance
- The vendor/representative may communicate corrective actions to the DABS
- During probation, the DABS may remove the item from specific store locations if it is severely underperforming and space is needed for higher-velocity items
- If performance does not improve, the item will be recommended for delisting in the next cycle

Vendor/Representative Notification and Appeal Process

Vendors/representatives whose items are recommended for delisting will receive written notification, including information on how to appeal the recommendation.

Voluntary Vendor/Representative-Initiated Delisting

Vendors/representatives may request delisting when:

- A product is discontinued or re-formulated nationally
- The vendor/representative is submitting a product trade
- Supply constraints make ongoing availability unrealistic

These requests must be submitted in writing to the DABS Consumer Purchasing & Merchandising Division.

Re-Listing Eligibility

Delisted products may be resubmitted for future consideration through the standard listing process. Resubmission should include updated market rationale and any material changes that address previous performance challenges.

2h. SPECIAL ORDERS

Special Order items expand customer access to products not carried in DABS retail stores. They must be non-speculative and tied to a customer request. No Special Order items are allowed if a materially equivalent listed product exists at a higher price.

Vendor/Representative Requirements

- Maintain accurate and up-to-date product information
- Respond to DABS with cost/availability within 3 business days
- Fulfill shipments within 30 days
- Communicate delays or changes promptly

Order Placement and Fulfillment

- Customers or licensees place Special Orders through the DABS website
- Orders are routed to the DABS Special Order system, which generates a PO to the vendor
- Products must be shipped to the DABS Warehouse Distribution Center within the agreed timeframe, with proper labeling and documentation. Special Orders for beer may be drop-shipped to the store specified on the purchase order.
- Orders unfulfilled after 60 days may be cancelled by the DABS unless the delay has been pre-approved

Unclaimed Inventory

If unclaimed, inventory may be reassigned or disposed of at DABS' discretion; vendors/representatives may be asked to assist in resolving unclaimed products.

3. PRICING & PROMOTIONS

3a. PRICE CHANGES

Price change submissions allow vendors/representatives to adjust retail pricing in accordance with market conditions. The DABS processes price changes on a structured quarterly schedule to ensure consistency and maintain system integrity. Submitted prices should align with industry-accepted pricing standards and be consistent with nationally available market pricing for the product.

Price Change Submission Schedule

Price changes are accepted quarterly, with effective dates of:

- February 1
- May 1
- August 1
- November 1

All price changes for listed items (1 or L status) must be submitted by the 15th of the month, three months prior to the effective date.

Examples:

- For prices effective February 1, submissions are due November 15
- For prices effective May 1, submissions are due February 15

All submissions must be completed electronically through the DABS Vendor Portal. Late submissions will be deferred to the next applicable quarterly cycle.

Special Order (S) Items

For Special Order (S) items:

- Vendors are strongly encouraged to follow the same quarterly price change schedule
- The DABS may accept out-of-cycle price updates when a price change directly affects an open on pending purchase order

Restrictions on New Listings

Newly listed items are not eligible for price changes within the first 12 months of their listing date, unless due to documented external cost changes and approved by the DABS Purchasing & Merchandising Division.

Off-Cycle Price Adjustments

Off-cycle requests will be considered only as an exception. Requests must be submitted in writing with full documentation and approved by the Consumer Purchasing & Merchandising Division Director.

3b. SPECIAL PRICE ALLOWANCES (SPAs)

A Special Price Allowance (SPA) is a vendor-funded temporary price reduction designed to offer customer value, support category growth, and promote inventory efficiency. Only General (1) items are eligible for SPAs. Under Utah Code, the SPA price may not be lower than the applicable markup on the product.

Beginning in July 2026, DABS will transition to a rebate-based structure for Special Price Allowances (SPAs). Rather than forecasting promotional volumes and purchasing products at a reduced cost, SPAs will be administered as a rebate-per-scan program based on actual sales during the promotional period.

Under this structure, products will be purchased at a stable wholesale price that does not change during SPA periods. DABS will track sales during the SPA period and calculate the total rebate based on the agreed per-unit allowance. Following the promotion, DABS will provide the vendor with a rebate summary, and the DABS Finance team will process the rebate using a debit memo against vendor payment.

Program Overview

- SPAs run for a full calendar month
- SPAs are fully funded by the vendor; DABS does not subsidize any discounts
- SPA prices are displayed in stores on shelf tags
- The DABS may feature selected SPA items in floor stacks or endcaps at its discretion
- The DABS may cancel or modify a SPA if program requirements are not met

Note: December and January features may be slightly delayed to accommodate for inventory considerations during the Thanksgiving and Christmas holidays.

SPA Submission Requirements

SPA requests must:

- Be submitted through the Vendor Portal
- Be received by the 15th day of the month, three (3) months prior to the promotion month
- Include the exact promotional discount amount
- Be supported by adequate inventory
- Meet all operational timelines

Inventory Requirement

SPA inventory must arrive at the DABS Warehouse by the 15th of the month before the promotional period.

- Late or partial inventory may result in SPA cancellation
- Repeated later arrivals may result in suspension of SPA eligibility

Duration and Frequency

- Each SPA runs for one calendar month
- A product may run no more than four (4) SPA periods per calendar year
- SPAs cannot run in consecutive months
- SPAs cannot coincide with a price change in the same month
- Out-of-stocks during a SPA count against future eligibility

3c. SEASONAL OFFERINGS

Seasonal offerings provide structure for time-limited, event-driven, or holiday-focused items that complement the DABS' annual merchandising calendar. Seasonal items are one-time buys and are not guaranteed ongoing distribution.

Examples include:

- Holiday gift packs
- Limited-edition packaging
- Seasonal themes
- Value-added Products (VAPs)

For gift packs or VAPs associated with a regularly listed item, the promotional package must carry the same retail price as the standard listed product. Additionally, gift packs for products that are already listed must utilize a unique UPC that is different from the standard item UPC to ensure accurate ordering, inventory tracking, and sales reporting.

Evaluation Considerations

Seasonal items must be submitted through the new item submission process and are evaluated using:

1. Incremental Sales Potential

Product must generate additional revenue, not simply replace an existing SKU

2. Responsible Presentation

Packaging must avoid:

- Youth-appealing imagery
- Excessive holiday novelty that undermines responsible consumption
- Violations of Utah statutes or federal marketing restrictions, including VAPs that contain spirituous liquor in a container smaller than 200 milliliters

3. Items previously featured must:

- Sell through adequately
- Demonstrate positive customer response
- Meet operational standards (timeline delivery, accurate labeling, etc)

Submission and Inventory Deadlines

Season/Event	Submission Deadline	Inventory Deadline	Target In-Store Date
Spring (e.g., Easter, Cinco de Mayo)	October 30	Feb 15	March/April/May
Summer (e.g., Father’s Day, Independence Day)	February 28	May 15	June/July/August
Fall (e.g., Oktoberfest, Football, Halloween, Thanksgiving)	May 31	August 15	September/October
Winter (e.g., Holiday, New Year)	July 31	October 15	November/December

Inventory and Delivery Requirements

- Seasonal inventory must arrive at the DABS warehouse distribution center no later than the 15th of the month prior to the in-store period
- Late or incomplete items may be shifted to a future seasonal window or returned to the vendor at DABS discretion
- Vendors/representatives should plan appropriate quantities to avoid excessive post-season carryover

Product Lifecycle and Close-Out

- Seasonal items will be delisted at the close of the promotional period
- Remaining inventory may be markdown-eligible
- Vendors/representatives may request successful seasonal items for Limited or General listing consideration during the next cycle. Approval will depend on performance, category needs, and space availability.

4. MERCHANDISING & DISPLAYS

The DABS develops merchandising programs to ensure consistent presentation, efficient use of shelf space, and optimal customer experience across all retail stores. This section outlines requirements for planograms, distribution, product information cards, and display programs.

4a. SHELF SCHEMATICS (Planograms) AND CATEGORY RESETS

Shelf schematics, commonly referred to as planograms, define the standardized layout for each category, including product placement, facings, and shelf allocation.

Purpose of Planograms

Planograms are designed to:

- Ensure consistent, customer-friendly organization across all stores
- Support category management strategies
- Align shelf space with sales performance
- Improve shopability and navigation
- Ensure equitable product placement for all vendors

Program Overview

- Every DABS retail store follows an approved planogram for each category
- Planograms are developed by the DABS space planning and category management teams in coordination with Consumer Purchasing and Merchandising Division, Warehouse Distribution Center, and the Retail Enterprise Division
- Assortment decisions are rooted in:
 - Sales performance
 - customer demand
 - Category strategy
 - Store size, layout, and fixture capacity
 - Inventory efficiency

Reset Schedule

Resets occur:

- Immediately following new item listing cycles
- As needed due to major category changes or operational requirements

4b. DISTRIBUTION GUIDELINES

Effective with the Spring 2026 listing cycle, the DABS will transition to a category-based distribution and space-planning model, replacing the former “new item store” approach. This new model improves consistency across the statewide network and enables new items to be incorporated more quickly, strategically, and broadly based on category needs.

Category-Based Distribution Planning

Distribution decisions for all products, new and existing, will be determined within each category, aligned to the categories under review during each listing cycle. This ensures that distribution levels and store assignments reflect:

- Category growth trends
- Customer demand patterns
- Store cluster and geographic considerations
- Store size and shelf capacity
- Schematic updates and space availability
- The item’s assigned Status Designation (General or Limited Distribution)

By evaluating space and distribution holistically at the category level, the DABS ensures a more consistent customer experience across stores and a more efficient rollout of new items.

New Item Distribution (Effective Spring 2026)

With the transition to category-based planning:

- New items will no longer launch exclusively in a set of designated “new item stores”
- Instead, new items will be placed directly into the stores where they best fit based on category strategy, shelf space, and cluster-level performance needs
- New items may receive broad initial distribution more quickly, or more targeted placement if the item is niche or price-tier specific

This approach reduces implementation delays and improves early visibility for new items across the statewide retail network.

General Distribution (1)

Products assigned a General distribution status will:

- Be placed in the largest number of DABS retail stores appropriate for their category
- Appear broadly across the state in DABS retail stores where customers expect to find that type of item
- Be included consistently in statewide planograms for their category
- Maintain broad distribution as long as they continue to meet performance expectations and category requirements

Limited Distribution (L)

Products assigned Limited distribution status will:

- Be placed only in the DABS retail stores where that type of item is most likely to sell well
- Appear in a targeted group of DABS retail stores based on factors such as customer demand, store demographics, price tier, and category performance in those locations
- Have their distribution expanded or reduced over time based on how the item performs and how much shelf space is available within the category

4c. SHELF TALKERS (Product Information Cards)

Shelf Talkers provide factual, approved product information to assist customers in making informed purchasing decisions.

Production Requirements

All Product Information Cards must:

- Use the official template (provided through Vendor Portal)
- Be printed on white 80-lb card stock
- Use black ink only
- Measure 3.5 inches wide x 4 inches high
- Include only approved content (see below)
- Be submitted for approval through the Vendor Portal before printing

Content Rules

- Only unedited reviews from recognized industry publications (e.g., Wine Enthusiast, Whisky Advocate)
- Publication name and date required
- If the review references a vintage or price, this information must also appear on the card
- No promotional language or marketing copy
- Must match the approved digital format exactly

Vintage Requirements

- Vintage-dated cards must match the product on the shelf
- Vendors/representatives are responsible for removing outdated or non-current vintage Shelf Talkers within 30 days of a vintage change

Store Visit Installation Rules

Vendors/representatives must:

- Sign in with store management upon arrival
- Wear the DABS-issued temporary badge
- Install only DABS-approved cards
- Place cards directly above or directly below the product, depending on the store's fixture configuration
- Not remove or adjust competitor cards
- Not relocate products, alter planograms, or adjust facings
- Not move or cover existing store signs
- Initial and date the back of the card
- If the representative encounters a placement concern or lack of space, they must ask the store manager for guidance
- Sign out upon departure

The DABS may remove Shelf Talkers at any time for non-compliance.

4d. INFORMATIVE DISPLAY PROGRAM

The Informative Display Program is a merchandising initiative designed to educate customers and support product discovery in a responsible and visually compelling way.

Participating DABS Retail Stores (as of 4/1/26):

1, 4, 15, 23, 29, 46, 51, 52, 53

Program Overview

- Displays are installed quarterly in designated feature spaces in participating stores
- Vendors/representatives must install, maintain, and remove displays per schedule
- The DABS provides store-specific fixture specifications upon acceptance
- Submissions use the Informative Display Submission Form available on the DABS website through the Utah DABS Online Licensing and Permitting System

Product Eligibility

1. Listing Status
 - General and Limited Listed items are preferred
 - Items not currently in distribution may be included and brought in under T/One-Time-Buy status to highlight seasonal relevance or new product introductions
2. Item Count
 - Minimum of four (4) items
 - At least three (3) must be General or Limited Listed

3. Price Point
 - Displays should represent a range of price tiers when available
 - Minimum retail price of \$15.99 unless approved
4. SPA Eligibility
 - Featured items may participate in SPAs during the display period

Vendor/Representative Responsibilities

Accepted vendors/representatives are responsible for:

- Developing and printing all display materials (signage, display cards, etc.)
- Installing the display in all assigned stores by the start date
- Maintaining display quality, cleanliness, and product availability throughout the display period
- Removing all display materials after the final day of the display period to allow installation of the next quarter's program

Evaluation Considerations

All submissions are evaluated by a DABS committee using four primary criteria to ensure displays remain educational, balanced, and compelling.

1. Strategic Fit

- Alignment with Program Goals: Supports education, discovery, and category exploration
- Category Impact: Enhances understanding of a broader category, trend, region, or production method

2. Shopper Impact

- Stopping Power: Visually compelling; capable of drawing shopper attention
- Engagement: Encourages learning, curiosity, or deeper interaction with the display

3. Market Opportunity

- Sales Potential: Likely to drive incremental sales and contribute to category growth
- Innovation/Newness: Highlights new styles, unique regions, or emerging customer trends

4. Program Diversity/Theme Variety: Contributes to a balanced annual calendar of diverse themes; avoids repetition from recent displays

Inventory Requirements

- Vendors/representatives must ensure adequate inventory to support the entire display period in participating DABS retail stores
- Product delays, out-of-stocks, or incomplete shipments may affect future eligibility

4e. ALLOCATED ITEMS & DISTRIBUTION PROGRAMS

Allocated items include highly limited, high-demand wines and spirits with extremely restricted availability. These items are managed through structured DABS programs designed to ensure equitable customer and licensee access.

Most products participating in these programs will be designated as Allocated (A) status items. Special Selections items may be purchased under T/One-Time-Buy status, but are still handled as allocation-based programs.

Allocated items are not tied to listing cycles. Submissions may be accepted year-round via the DABS website through the Utah DABS Online Licensing and Permitting System

Overview of the Programs

The DABS manages three allocated item programs. Each program serves a distinct purpose and is selected based on the type of scarcity, customer demand profile, merchandising intent, and product characteristics.

The four programs are:

1. Rare High Demand Products (RHDP)

- National or global release scarcity/ “trophy” items
- Extremely high public demand
- Equal-access drawing

2. Allocated Products (monthly allocated releases)

- State-level scarcity for high-demand releases
- DABS retail store-based release, first-come-first-served event
- Drives excitement on release days

3. Special Selections Program

- Small-batch or limited distillation projects
- Enthusiast, craftsmanship-focused interest
- DABS in-store curated discovery

Each program serves a specific role in balancing equitable access, specialty product visibility, and collector-level interest. The DABS determines distribution, store assignments, and release timing. Vendor/representative recommendations may be considered, but final decisions rest solely with the DABS.

Vendor/Representative Allocation Allowance

- Vendors/representatives may allocate up to 25% of Utah’s total allocation to licensees (full-case quantities only)
- Vendors/representatives are responsible for providing the DABS with an alphabetical licensee allocation list including licensee name, quantity, and DABS pickup store (Note: in some instances, licensees may need to pick up their allocation at the store designated by DABS)
- The remaining 75%+ will be distributed by DABS
- The DABS distributes full cases only to DABS retail stores (no broken case distribution)
- Licensee allocations will be distributed before customer-facing releases

1. Rare High Demand Products (RHDP)

RHDP items are extremely limited, nationally coveted releases.

Distribution Method

To provide an equitable opportunity for customers:

- RHDP items are not sold in DABS retail stores nor available via Special Order
- RHDP items are offered exclusively through a public drawing system administered by the DABS
- Drawings are announced on official DABS channels with product details and timing

2. Allocated Products (Monthly Store Release)

Allocated Products are high-demand, limited-quantity products intended for rapid sell-through during a designated monthly release event.

Participating DABS Retail Stores (as of 4/1/26):

6, 8, 10, 24, 29, 38, 39, 41, 44, 46, 47, 48, 52

Release Timing

- Available on the 3rd Saturday of each month
- Offered first-come, first-served at participating stores
- Intended to sell through on the release day

3. Special Selections Program

Special Selections features craftsmanship-driven, small-batch, or one-time release spirits showcased in designated displays in participating DABS retail stores.

Participating DABS Retail Stores (as of 4/1/26):

16, 23, 24, 27, 29, 38, 44, 51, 52, 53

Program Features

- 12 items displayed at a time
- Items rotate continuously based on sell-through
- Displayed in Special Selections fixtures
- Ideal for distillery-limited releases, small batch or barrel projects, and specialty items with strong enthusiast interest
- Items are purchased as T/One-Time-Buy status

5. PROUDLY UTAH™/LOCAL PRODUCTS PROGRAM

The Proudly Utah™ Program highlights Utah-based producers by increasing visibility, access, and customer awareness of local products. The program is designed to highlight the unique craftsmanship of Utah-made spirits, wine, cider, and beer.

DABS Proudly Utah™ Stores (as of 4/1/26):

1, 4, 21, 23, 27, 37, 38, 39, 43, 45, 51, 52, 53

DABS Retail Stores with Dedicated Proudly Utah™ Sections:

1, 4, 23, 27, 51, 52, 53

These DABS retail stores merchandise all local products together in a dedicated feature section; all others integrate local items within their home category.

Eligibility

To be designated as a Proudly Utah™ product, the item must meet the following criteria:

1. Utah Production Requirement

- Products must be produced, distilled, fermented, or blended/finished in Utah
- Simply bottling, packaging, or distribution activities do not qualify

2. Licensing & Compliance

- Producers must hold all required state and federal licenses, including TTB approvals
- Labels must comply with state and federal laws

5a. Listing & Delisting Guidelines for Local Products

Local products follow the standard listing and delisting criteria outlined in Section 2, with additional considerations.

Listing Guidelines

1. Submission

- Local products must be submitted through the standard New Item Listing process
- Vendors/representatives should select “Local” status in the application

2. Evaluation

Local products undergo the same evaluation criteria as all other items, with the following additional considerations:

- Balanced representation of Utah producers
- Customer demand for local/craft items
- Unique production methods or craftsmanship

3. Item Status

- Most local items launch as Limited (L)
- High performers may transition to General (1) based on velocity and statewide demand
- Seasonal or small-batch releases may be assigned a T/One-Time-Buy status

Delisting Guidelines

Local products follow the performance metrics as described in Section 2g.

5b. Distribution Guidelines for Local Products

Local products follow the general distribution framework outlined in Section 4b, with the following adaptations specific to the Proudly Utah™ program:

All Proudly Utah™ items will receive distribution in all stores designated as Proudly Utah™ locations. These stores are configured to provide visibility and support for locally produced products across categories.

Additional distribution beyond Proudly Utah™ locations may occur based on:

- Sales performance
- Customer demand
- Category space availability
- Overall store capacity and planogram constraints

5c. Merchandising for Local Items

Dedicated Proudly Utah™ Sections

In DABS retail stores with dedicated Proudly Utah™ sections:

- Local items are placed within the Proudly Utah™ area
- Category integration occurs only if approved

Integrated Category Merchandising

In all other DABS Proudly Utah™ retail stores:

- Local products remain in their home categories
- Items receive “Local” shelf tags to help customers identify products made in Utah

6. WAREHOUSE & LOGISTICS

Efficient DABS Warehouse Distribution Center operations depend on accurate case labeling, compliant deliveries, safe load configuration, and adherence to DABS receiving standards. Non-compliance causes delays, safety issues, and additional operational costs – and is subject to non-compliance fees.

6a. CASE LABELING REQUIREMENTS

All shipping cases must be clearly labeled and include the following:

- **Product Description** – Must match the product listed on the Purchase Order (PO)
- **DABS Item Number (CSC)** – Clearly displayed and legible
- **GTIN-14/SCC Barcode** – On each case unless the case is pre-printed with a scannable barcode or the product is exempt
- **Case Pack Configuration** – (e.g., 6 x 750mL)

Label Format Requirements

- Legible (printed preferred)
- Visible on two adjacent sides
- Matches all PO information exactly

Sample Case Label



6b. DELIVERY REQUIREMENTS

Deliveries must follow all DABS scheduling, documentation, and physical requirements.

Delivery Scheduling

- Deliveries must be scheduled in advance via the DABS Warehouse scheduling system
- Each appointment receives a confirmation number
- Drivers must present this confirmation number at check-in
- Early arrivals (more than 30 minutes early) require DABS Warehouse Distribution Center approval
- Late arrivals (more than 30 minutes late) without notice may be rescheduled or refused

Required Documentation

Each shipment must include:

- Bill of Lading (BOL)
- Packing List or Manifest

Documentation must show:

- PO number(s)
- Item descriptions
- Item size & pack configuration
- Case count per item
- Total pallet count

If multiple POs are on one truck:

- Items must be listed separately
- No consolidation of lines

Advance Shipping Notice (ASN) & Revisions

- Advance Shipping Notices should be sent to DABS Purchasing before shipment
- Any changes to product or quantity must be communicated before shipment with an updated ASN
- Changes will be confirmed through an updated Purchase Order

6c. RECEIVING STANDARDS

These standards apply to all shipments to the Utah DABS, whether the inventory is managed by the Utah DABS or vendor-managed. Shipments that do not meet these requirements may be rejected, delayed, or assessed non-compliance fees.

1. Correct Purchase Order (PO) Required

All shipments must:

- Correspond to an open, valid PO
- Match the PO in item number, description, pack size, and quantity
- Contain no overages, shortages, or substitutions

Items that arrive without a corresponding PO, or that significantly deviate from the PO, will be rejected and returned at the vendor's expense.

2. Packaging Integrity

Shipments must arrive:

- Fully sealed and properly secured
- Structurally intact
- Free of leaks or damage

Damaged cases may be rejected or documented as exceptions.

3. Pallet Requirements

- Standard 40" x 48" GMA pallets required
- No overhang
- Secure wrapping
- Mixed pallets must be stable and clearly labeled

4. Tier Requirements

Products must be stacked in full, uniform tiers whenever possible.

- For General listed items (1 status):
 - Full pallet quantities are preferred
 - Minimum shipment quantity is two full tiers
- For Limited listed items (L status) shipped in the same delivery as General items:
 - L-status items must be placed on a separate pallet
 - They may not be intermixed with General items on the same pallet
- Partial tiers are allowed only if they are placed on the top tier of the pallet

Beer Expiration Requirements

All beer items must arrive with:

- Minimum 60 days of shelf life remaining
- A label showing the DABS Item Number and current expiration date

Each distinct beer SKU on a pallet must have its own expiration label.

Sample Beer Label:

999001 Exp 2/26/2026

6d. LOAD DIMENSIONS

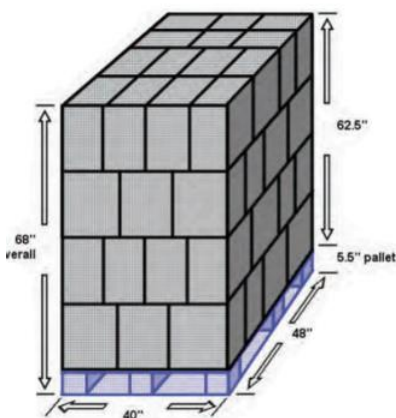
To ensure safe unloading, efficient warehouse handling, and compatibility with the DABS distribution environment, all inbound shipments must comply with the following load dimension and pallet configuration requirements. Non-compliant loads may be delayed, refused, or subject to non-compliance fees.

Maximum Height

- Maximum stacked product height: 62.5 inches
- Over-height pallets may be refused or restacked at vendor/representative cost

Case Orientation

- Cases must be stacked in uniform layers
- Labels facing outward
- No overhang
- Secure shrink wrap, reinforced at the base



6e. NON-COMPLIANCE FEES

Non-compliance fees are applied when vendors/representatives fail to meet warehouse labeling, delivery, documentation, or appointment requirements.

Category	Examples of Non-Compliance	Fee
Labeling/Documentation Errors	Missing/incorrect CSC, wrong or unscannable UPC, incomplete BOL	\$25 per case
Pallet Configuration Issues	Collapsed/shifted loads requiring restacking	\$250 per load
	Split, mixed or unsafe pallets; overhang	\$250 per pallet
Appointment Violations	Missed appointment without notice	\$1,000
	Arrival <24 hrs notice for cancellation	\$500
Product Discrepancies	Overages, shortages, substitutions	\$250 per PO line
Product Condition	Damaged, leaking, spoiled, heat/freeze-compromised product requiring destruction	Per quote

6f. PRODUCT DISPOSAL

When product is deemed unsaleable and requires disposal, vendors are responsible for determining and coordinating an appropriate disposition method. The following options are available:

Vendor-Managed Disposal (Preferred Option)

The supplier may elect to arrange for pickup and disposal of the affected product. Vendors must coordinate directly with DABS to schedule pickup from the warehouse. All pickups must be completed within 45 days. If the pickup is not performed within that timeframe, DABS may proceed with managed disposal following the provided fee schedule.

DABS-Managed Disposal

At the vendor's request, DABS can coordinate certified product destruction through our approved partner. This option ensures compliant and environmentally responsible disposal.

Associated costs will be invoiced to the supplier and are calculated based on total weight and pallet count:

- \$2.59 per pound
- \$138 per pallet
- \$27.50 EPA e-Manifest fee (per shipment)

Final disposal costs will be confirmed prior to destruction. By selecting this option, the vendor authorizes DABS to proceed with disposal and invoicing.

6g. BAILMENT WAREHOUSE & INVENTORY OWNERSHIP

DABS operates a bailment warehouse, where vendors store inventory until purchased by DABS.

Ownership & Risk of Loss

While in bailment:

- Vendor retains legal title
- Vendor bears the risk of loss or damage
- Exception: loss caused by the DABS' failure to exercise reasonable care

Vendor Responsibilities

Vendor must:

- 1. Maintain Accurate and Adequate Inventory:** Monitor inventory levels, maintain appropriate days of supply, and ship replenishments on time
- 2. Manage Aging or Slow-Moving Inventory:** Address products approaching nearing expiration and low-velocity items through actions such as SPA, price reductions, pickup, or distribution adjustments
- 3. Ensure Product Quality:** Deliver compliant, saleable product with packaging suitable for warehouse conditions, including temperature stability where required

DABS Responsibilities

DABS provides:

- Secure, safe, appropriate storage
- Accurate inventory records
- Warehouse operations aligned with state law

Note, a vendor's bailment agreement governs the terms of bailment. If the bailment agreement conflicts with information in this Vendor Manual, the bailment agreement supersedes.

7. STORE VISITS & FIELD CONDUCT

The DABS welcomes vendors/representatives to its retail stores to support product accuracy and responsible merchandising. These standards ensure that store operations remain safe, consistent, and free from undue influence.

Purpose of DABS Retail Store Visits

Visits help ensure:

- Correct shelf placement according to planograms
- Accurate pricing and labeling
- Timely correction of inventory issues
- Professional coordination during displays or SPAs

Store visits are not an opportunity for negotiation, lobbying, or influencing store-level decisions.

DABS Retail Store Visit Requirements

1. Check-In & Identification

All vendor representatives must:

- Check-in with store management upon arrival
- Sign the store's Vendor/Representative Log
- Wear the DABS-provided identification badge
- Follow all directions from store management
- Sign out upon departure

2. Permitted Activities

Vendors/Representatives may perform the following tasks:

- Verify shelf placement aligns with the approved planogram
- Check for correct shelf tags and pricing
- Apply or replace approved and current Shelf Talkers
- Straighten, face, or front merchandise they represent
- Check dates and packaging integrity
- Provide brief product or category information if invited by store management
- Install, maintain, or remove approved Informative Display materials

3. Prohibited Activities

Vendors/Representatives may not:

- Add additional facings, move competitor products, or alter shelf sets
- Install any unapproved signage, materials, or marketing assets
- Remove or adjust competitor Shelf Talkers
- Set up floor displays not approved by DABS store management
- Move bottles or cases of merchandise that they do not represent
- Solicit store staff to request or change distribution
- Block aisles or disrupt customer flow

Expectations for Professional Conduct

Vendors/Representatives must:

- Interact respectfully with employees and customers
- Follow all instructions from DABS store management
- Avoid interfering with DABS store operations, stocking, or customer service
- Maintain professional behavior

Appendix A: Annual Calendars

2026 CATEGORY LISTING CYCLES

SPRING CYCLE

Month	Activity	Categories Evaluated
January	Delisting evaluations New item submissions	<ul style="list-style-type: none"> ● Cider ● Beer ● RTDs (Spirits- and wine-based canned cocktails, FMB) ● Soju ● Vodka ● Small Package Spirits ● Small Package Wine ● Domestic White Wines ● Imported White Wines
February	New item evaluations	
March	Decisions	
May	New item distribution	

SUMMER CYCLE

Month	Activity	Categories Evaluated
April	Delisting evaluations New item submissions	<ul style="list-style-type: none"> ● Gin ● Rum ● Tequila ● Orange Wine ● Fruit Wine ● Rosé Wine ● Boxed Wine ● 1500mL Wine
May	New item evaluations	
June	Decisions	
August	New item distribution	

FALL CYCLE

Month	Activity	Categories Evaluated
June	Delisting evaluations New item submissions	<ul style="list-style-type: none"> ● Beer ● RTDs (Spirits- and wine-based canned cocktails, FMB) ● Cider ● Whiskey ● Small Package Spirits ● Domestic Red Wines ● Sparkling Wines
July	New item evaluations	
August	Decisions	
October	New item distribution	

WINTER CYCLE

Month	Activity	Categories Evaluated
September	Delisting evaluations New item submissions	<ul style="list-style-type: none"> ● Tequila ● Brandy ● Liqueurs ● Imported Red Wines ● Dessert Wines ● Fortified Wines ● Cocktail Modifiers (Triple Sec, Vermouth) ● Sake
October	New item evaluations	
November	Decisions Spring seasonal OTB submissions (any category)	
February/March	New item distribution	

2026 ONGOING DEADLINES

New Item Listings

Cycle	Submission Due	Decision Communicated	Inventory Due
Spring	Jan 31	Week of Mar 1	Apr 15
Summer	Apr 30	Week of Jun 1	Jul 15
Fall	Jun 30	Week of Aug 1	Sep 15
Winter	Sep 30	Week of Nov 1	Feb 15

Seasonal/VAP/Limited Time Offers

Cycle	Submission Due	Decision Communicated	Inventory Due
Spring	Oct 31	Week of Dec 1	Feb 15
Summer	Feb 28	Week of Apr 1	May 15
Fall	May 31	Week of Jul 1	Aug 15
Winter	Jul 31	Week of Sep 1	Oct 15

Informative Display Program

In-Store Display Period	Submission Due	Decision Communicated	POS & Inventory Due
Jul-Aug-Sep	Mar 31	Week of May 1	Jun 15
Oct-Nov-Dec	Jun 30	Week of Aug 1	Sep 15
Jan-Feb-Mar	Sep 30	Week of Nov 1	Dec 15
Apr-May-Jun	Dec 31	Week of Feb 1	Mar 15

Monthly SPAs

- Price changes due: 15th of each month, 3 months prior to effective date
- Inventory due at DABS Warehouse Distribution Center: 15th of the month prior

Price Changes

- Price changes due: 15th of each month, 3 months prior to effective date
- Price changes take effect quarterly on Feb 1, May 1, Aug 1, and Nov 1

H1 2026 CALENDAR (DABS FY 25/26)

Month	Key Deadlines
April	<ul style="list-style-type: none"> ● Week of Apr 1: Summer Seasonal/VAP decisions communicated ● Apr 15: Inventory due (Spring new items) ● Apr 15: SPA inventory due (for May) ● Apr 15: Monthly SPA price changes due (for Jul) ● Apr 30: New item submissions due (Summer)
May	<ul style="list-style-type: none"> ● May 1: Quarterly price change effective date ● Week of May 1: Display decisions communicated (Jul-Aug-Sep) ● May 15: Seasonal/VAP inventory due (Summer) ● May 15: SPA inventory due (for Jun) ● May 15: Monthly SPA price changes due (for Aug) ● May 15: Quarterly price changes due (for Aug) ● May 31: Seasonal/VAP submissions due (Fall)
June	<ul style="list-style-type: none"> ● Week of Jun 1: Summer listing decisions communicated ● Jun 15: SPA inventory due (for Jul) ● Jun 15: Inventory due (Jul-Aug-Sep Display) ● Jun 15: Monthly SPA price changes due (for Sep) ● Jun 30: Display submissions due (Oct–Nov–Dec) ● Jun 30: New item submissions due (Fall)

H2 2026 CALENDAR (DABS FY 26/27)

Month	Key Deadlines
July	<ul style="list-style-type: none"> ● Week of Jul 1: Fall Seasonal/VAP decisions communicated ● Jul 15: SPA inventory due (for Aug) ● Jul 15: Inventory due (Summer new items) ● Jul 15: Monthly SPA price changes due (for Oct) ● Jul 31: Seasonal/VAP submissions due (Winter)
August	<ul style="list-style-type: none"> ● Aug 1: Quarterly price change effective date ● Week of Aug 1: Fall listing decisions communicated ● Week of Aug 1: Display decisions communicated (Oct-Nov-Dec) ● Aug 15: Seasonal/VAP inventory due (Fall) ● Aug 15: SPA inventory due (for Sep) ● Aug 15: Monthly SPA price changes due (for Nov) ● Aug 15: Quarterly price changes due (for Nov)
September	<ul style="list-style-type: none"> ● Week of Sep 1: Winter Seasonal/VAP decisions communicated ● Sep 15: Inventory due (Fall new items) ● Sep 15: Inventory due (Oct-Nov-Dec Display) ● Sep 15: SPA inventory due (for Oct) ● Sep 15: Monthly SPA price changes due (for Dec) ● Sep 30: Display submissions due (Jan-Feb-Mar) ● Sep 30: New item submissions due (Winter)
October	<ul style="list-style-type: none"> ● Oct 15: Seasonal/VAP inventory due (Winter) ● Oct 15: SPA inventory due (for Nov) ● Oct 15: Monthly SPA price changes due (for Jan) ● Oct 31: Seasonal/VAP submissions due (Spring)
November	<ul style="list-style-type: none"> ● Nov 1: Quarterly price change effective date ● Week of Nov 1: Winter listing decisions communicated ● Week of Nov 1: Display decisions communicated (Jan-Feb-Mar) ● Nov 15: SPA inventory due (for Dec) ● Nov 15: Monthly SPA price changes due (for Feb) ● Nov 15: Quarterly price changes due (for Feb)
December	<ul style="list-style-type: none"> ● Week of Dec 1: Spring Seasonal/VAP decisions communicated ● Dec 15: SPA inventory due (for Jan) ● Dec 15: Monthly SPA price changes due (for Mar) ● Dec 15: Inventory due (Jan-Feb-Mar Display) ● Dec 31: Display submissions due (Apr-May-Jun)

Appendix B: Department Overview/Key Contacts

Contact Guidance

- **Vendor Managers:** Price changes, SPAs, general vendor and item updates
- **Category Managers:** New items submissions, seasonal/limited items, allocated items
- **Warehouse Distribution Center:** Delivery scheduling and inbound coordination
- **Division Director:** Broader vendor or category questions and discussions, distribution and space planning

Division Director, Consumer Purchasing & Merchandising	Maggie Heile mheile@utah.gov 385-584-9510
Purchasing Manager, Vendor Management	Matthew Hoggan Manages large bailment vendors matthoggan@utah.gov 385-441-0077
Vendor Manager (#-G)	Pam Shields pshields@utah.gov 385-232-6703
Vendor Manager (H-R)	Dominick Graham dkgraham@utah.gov 801-718-1943
Vendor Manager (S-Z)	Jason Teuscher jteuscher@utah.gov 385-315-2457
Special Order Program Manager	Chris Brunelli cbrunelli@utah.gov 801-977-8543
Category Manager, Spirits & Beer	Erika Grace egrace@utah.gov 801-419-3787
Category Manager, Wine	Doug Keates dkeates@utah.gov 385-977-8553
Inventory Manager	Andrew Hofeling ahofeling@utah.gov 801-884-3828
Division Coordinator / Proudly Utah™ / Merchandising Programs	Bonnie Bills bonniebills@utah.gov 385-258-5403
DABS Inbound Receiving Manager	Steve Wall swall@utah.gov 801-977-6846
General Inquiries	dabspurchasing@utah.gov

Appendix C: Vendor/Representative Acknowledgement Form

Utah DABS Vendor Partnership Manual (2026 Version 1.0)

All vendors and representatives of record who supply, represent, or distribute alcoholic beverage products to the Utah Department of Alcoholic Beverage Services (DABS) are required to complete a Vendor Acknowledgement.

This acknowledgement confirms that you have received, reviewed, and agree to comply with the requirements and expectations outlined in the Utah DABS Vendor Partnership Manual (2026)

Action Required

Please complete the Vendor Acknowledgement Form via Adobe Sign at the link below:

[\[Adobe Sign Link\]](#)