TO: All Distillery Representatives and Suppliers

FROM: Mark Avent, OLCC, Business Services Assistant Director

DATE: October 27th, 2026

SUBJECT: 2027 Holiday and May Listing Meeting

On May 26th and 27th, 2027 we will hold our regular listing meeting along with the 2027 holiday listing meeting. All holiday listing submissions will be given to the listing committee for consideration. There are no in person or online presentations for the holiday portion of the listing meeting.

Specialty Items and Value Added / On-Packs

Please submit to OLCC Purchasing Division by May 3rd, 2027, a separate packet for each specialty or value added item you would like to merchandise during the holiday season. You can email this to OLCC.ProductListing@oregon.gov or mail the information to:

Oregon Liquor Control Commission
Attn: Mark Avent – Holiday Listing
165 S. Walnut Rd.
Canby, OR 97013

The packet MUST contain all of the following:

- Price quotations are required for all value added packages.
  - Value packs with any up-charge will not be selected.
  - Make sure that the SCC code and the UPC/GTIN code information is properly completed
- A color picture of the item is required
- A sample of the package, if available
- A copy of the Federal Label Approval
- A cover sheet which indicates the item by code (if applicable), a description of the product, the case packing, case dimensions, case weight, and the quantity allocated.
  - Case dimensions and weights **are required** for any item to be considered. Case configuration **cannot exceed maximum of H20-W19-L24**.
  - Cases that are over 50 pounds will not be selected.
- The retail price of the regular brand and the brands on pack must match each month. **The Commission reserves the right to alter the case cost of a value added item in order to match the retail price of the regularly listed code.**

Coding Requirements:

All cases must have the identical scannable UPC/GTIN bar code symbol on the outside jacket as found on the inside unit package.

If labels do not scan or there are multiple SCC or UPC/GTIN symbols on the case the product may be subject to refusal.

Shipping and Receiving requirements:

Approved Holiday items need to be delivered to the Commission warehouse in late August or early September. Items delivered after October 15th, 2027, without prior approval from the commission will be rejected.

Holiday, value added, and specialty items should all be shipped from your company at one time. Staggered shipments without prior approval may be rejected or returned to the company.

All documentation and presentation materials must be received by May 3rd, 2027.

Mark Avent
OLCC, Business Services Assistant Director
503-872-5028