

Date: Thursday December 18, 2025 - 9:00 AM

RE: Lottery Winners

Lottery winners for the 2025 Holiday Lottery are being contacted today, Thursday December 18, 2025, by email.

To allow each winner the time to select the bottle they want to purchase we anticipate the last email will be sent around 4:30 pm today.

**Misc. to be aware:**

- **Don't ask the stores for information about who won as the stores have no knowledge of the winners.**
- **Don't call the ABC Office to ask who won.**
- **We don't publish a list of winners since alcohol is a Controlled Substance in North Carolina and we respect the privacy of the winners or anyone else that purchases alcohol with the ABC Board.**

**Non-Lottery Allocated Items Update:**

Other Allocated Items will continue to be placed in our stores through the end of December.

Here are some hints that may help some of you seeking these items:

- Darting into the stores and just checking behind the registers to see if you see Allocated bottles then quickly leaving, means you are missing many opportunities to find Allocated items on the shelf-not located solely behind the registers.
- Seeing Allocated items on the front of the aisle, getting 1 bottle then going to checkout without looking anywhere else in the store, means you may be missing other Allocated items located elsewhere in the store. While you can only purchase 1 bottle per customer, the Allocated Item located elsewhere may be better and more desirable than the item you saw sitting on the end of the aisle and you may want to purchase that 1 bottle instead of the first bottle you found.
- Our Allocated Items are not shipped on our normal trucks, so if you are just checking or following a truck delivery schedule for the stores you are completely missing any opportunities to find Allocated Items.
- Stores do not have direct knowledge of all Allocated Items they may be receiving.
- Remember, it is an Old-Fashion Bourbon Hunt. Also. Don't ask if it is in the Back. You think we are just going to leave these items sitting in the back? Really?