

# GO LIVE

WITH



## Massachusetts

Step-by-step instructions to sell in the state

**PLEASE NOTE:** The following information is constructed to serve as a guideline for entry into the state. It is not purported to be legal advice. For specific compliance and legal inquiries, please seek independent legal counsel.

# The Path To Massachusetts

## Estimated time to market

- About 45 days.

## 1 - Sign up at LibDib.com

- Add products.
- Set the price for offerings.
- It's fast and easy.

## 2 - Compliance

To sell in Massachusetts, LibDib requires the following documentation:

- Photocopy of TTB License of the winery or distillery.
- **If your business is located in-state,**
  - a photocopy of the Massachusetts State License of the distillery or winery.
- **If your business is located out of state,** a photocopy of the:
  - Home state license; and
  - Alcoholic Beverages Certificate of Compliance. [Apply here.](#)
- Any in market salesperson must be licensed to solicit alcohol. [Apply here.](#)
- Once you have all licenses, email the licenses to [makers@libdib.com](mailto:makers@libdib.com) with the subject line "Distillery/Winery" Name, Massachusetts Licenses," to ensure that they are processed as quickly as possible.

## 3 - Price Filing

- LibDib is required to file wholesale-to-retail pricing with the state of MA. Please review our [Help Center article](#) for specific deadlines.
- Makers need to price post their supplier-to-wholesale price with the state by the 10th of the month. Those prices go into effect the following month (ex: March 10th for April 1st sales). If no changes are made, the previous price posting will carry over to the following month.
- \*Note: If changes to the prices are necessary Makers will need to submit the new price posting with the state.

## 4 - Pricing

- Follow the [LibDib Pricing Guide](#) to achieve Maker pricing success. Pricing products for distribution is one of the most important pieces of the puzzle. The beverage alcohol business is highly saturated and very competitive. Price too high, a Buyer will ignore. Price too low and costs are not covered. LibDib is here to guide you through the process from start to finish.

## 5 - Time to Sell

- Place sales reps/brand ambassadors in the market.
- Use LibDib's digital tools to invite Buyers and submit [Digital Requests](#).
- Have an e-commerce/[e-premise](#) strategy to get to consumers.

## 6 - Shipping Corner

Set up your [LibShip account](#). LibShip accounts must be activated before products go live in the marketplace.

Makers *must* ship all orders to LibDib's licensed warehouse in Massachusetts and use [LibShip](#) as the delivery service. *Failure to follow these compliance requirements will result in PO's being canceled and product returned.* Information about LibShip may be found [here](#).

To utilize LibShip, Makers must have a FedEx Alcohol Shipper's Agreement. Click [here](#) for more information on how to obtain the permit. The process takes about two weeks. Once received, Makers must place their shipper's permit license number in the compliance section for each market.

**ACCOUNTS**

- Profile
- Business Profile
- Compliance**
- Account Status
- Addresses
- Team Members
- Notification Preferences

**Progress Bar:**

- 1 Entered
- 2 Pending
- 3 Ready

**Form Fields:**

- 123456
- Registry Number, if applicable
- SAVE**
- Click To Add Document

**State Producer Licenses**

**Progress Bar:**

- 1 Entered
- 2 Pending
- 3 Ready

**Form Fields:**

- California
- 1234
- SAVE**
- Click To Add Document

**Fedex Alcohol Shipping Agreement**

Only FedEx-approved, licensed alcohol shippers that have entered into a FedEx Alcohol Shipping Agreement may ship alcohol via FedEx services. Licensee-to-licensee shipping in the U.S. requires that the shipper must be a FedEx-approved alcohol shipper, the recipient must be a business entity that holds appropriate alcohol licenses, and the shipment must otherwise comply with applicable laws. Shipments can move via FedEx Express, FedEx Ground, or FedEx Home Delivery services.

I am using LibShip with my own FedEx Agreement

2023-10-01

**SAVE**

## 7 - Receiving Orders

- Makers will receive a Purchase Order, which LibDib calls a Fulfillment Order (FFO). Makers will be notified via an in-app alert and email. An SMS message notification can be sent as well.
- Log into your LibDib account to find specific order information including the Buyer, product(s) purchased, and delivery instructions.

## 8 - Shipping Orders

- Makers are required to ship to the “Ship to Location” indicated on the ORDERS tab in your LibDib account and indicated on the FFO.

*Note: It is the Maker's responsibility to ship to the specified location. If the product is not shipped correctly, it will be returned at Maker's expense and a reshipment is required.*

- Once Makers receive the Fulfillment Order (FFO), they can log into their LibDib account and download [LibShip](#) Labels.

Ship To:

LibDib c/o CA Inventory LDHQ

6980 Santa Teresa Blvd, San Jose, CA 95119

Delivery Instructions

Ordered:

02-11-21

Delivered:

Order #:

1018884

Total:

\$250.98

Cancelled

Hide Order Line Items Details

|   | QTY @ PRICE | DISCOUNT | LIBDIB PAYS<br>AMOUNT |
|---|-------------|----------|-----------------------|
| LibDib Winery, 2012 Chardonnay, Central Coast, 720 mL, Case of 6, Glass Bottle, Cork,<br>14.0% ABV, SKU: 10006494 | 1 @\$250.98 | \$0.00   | \$250.98              |

1. Shipments

Shipment #1

LibDib - FedEx

Weight (in lbs)

24

Ship From

LibDib Winery, 6980 Santa Teresa Blvd 201, San Jose, CA 951...

ADD NEW "SHIP FROM" ADDRESS

CREATE LIBSHIP LABEL

CANCEL

+ ADD ANOTHER SHIPMENT

2. Assign Line Items to Shipments

|   |             |                    |
|---|-------------|--------------------|
| LibDib Winery, 2012 Chardonnay, Central Coast, 720 mL, Case of 6, Glass Bottle, Cork,<br>14.0% ABV, SKU: 10006494 | Shipment #1 | Case in shipment 1 |
|---|-------------|--------------------|

3. Download Documents

a. Attach WAREHOUSE IN-TAG outside the box

4. Drop Off at a FedEx location

- Makers are responsible for getting the shipment(s) to FedEx Drop off locations. Makers also have the option to include the package(s) with their regular FedEx pick ups or to schedule one if needed (more info [here](#)). \*\*Locations can be found [here](#).

*Note: Scheduling a pick up incurs an additional fee.*

- Makers will be billed by LibDib monthly for purchased LibShip labels and any applicable pickup fees; this bill will be separate from payment for product(s).

## 9 - Get Paid

- Getting paid works like it does in any other LibDib market. Click [here](#) for more information.

*Note: LibDib@RNDC Markets have different payment terms. Click [here](#) for more info.*

High-five your happy Buyers, go grow your brand & have a drink!

**Still have questions? Reach out to us at [Makers@libdib.com](mailto:Makers@libdib.com).**