

## Step-by-step instructions to start via RNDC On Demand

**What is RNDC On Demand?:** RNDC On Demand is a selling division of RNDC that provides access to distribution in 13 markets. We support a portfolio of Makers by utilizing RNDC's operational infrastructure to bring their products to market.

#### Where is RNDC On Demand?

Spirits & Wine: DC, TX, IN, OK, GA, KY, LA, FL, CO, SC, MD & IL On Demand for Wine Only: VA

**Why RNDC On Demand?:** RNDC On Demand welcomes all Makers, offering them a marketplace opportunity and incubating products toward "graduation." Brands demonstrating growth and proven success can transition into a full-service division. This initiative allows RNDC to embrace all potential new Suppliers, eliminating the need to decline them.

To be considered for graduation into the RNDC main pad:

- TX & FL: \$20,000 net case sales for 6 straight months
- All other markets: \$10,000 net cases sales for 6 straight months

**Who is RNDC On Demand?** RNDC On Demand is powered by LibDib, Dean Parker - Division Director, Tabetha Arnold - TX State Manager and Rachel Minor - FL State Manager

dean.parker@rndc-usa.com tabetha.arnold@rndc-usa.com rachel.minor@rndc-usa.com makers@libdib.com

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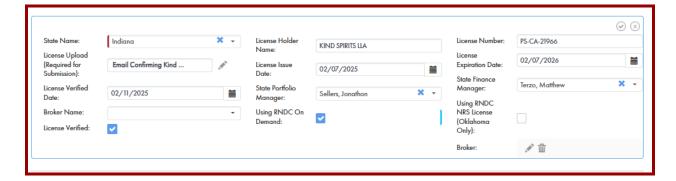
# **Checklist of Steps to get started via RNDC On Demand**

	Send company set up info to the On Demand Team
	Send FOBs, SRPs and package sizes to the On Demand Team
	Receive an email from Okta to gain access to INFORMATICA (the RNDC Supplier
	Portal) **be sure to check spam folder
	Login to Informatica, add state licensing info
	Schedule a pricing review call with the RNDC On Demand team
	Confirmation of Corporate RNDC setup will be sent via email
	Access eRNDC account
	Add offerings to eRNDC
	Submit all product information to the market you want to go live in *Do not forget
	your state specific details
	Alert the RNDC On Demand team about product submissions in eRND (send email)
	Obtain a FedEx Shippers Agreement
	Set up LibDib Account
	Add offerings to LibDib
	Receive a notification from RNDC On Demand team that products are set up in
	RNDC
	Receive a notification from LibDib Makers team that products are set up in LibDib
$\Box$	Start selling

## 1. RNDC Account Set Up

- To set up your RNDC account, please send the following information to all three emails listed: <u>dean.parker@rndc-usa.com</u>, <u>rachel.minor@rndc-usa.com</u> tabetha.arnold@rndc-usa.com
  - To get set up as an RNDC supplier, the RNDC On Demand team will need the following information: \*\*If you are already with RNDC in another market or if you've previously been with RNDC please be sure to let the On Demand team know.
    - i. Supplier Name
    - ii. First Name
    - iii. Last Name
    - iv. Email address of the person handling the setup
    - v. What On Demand Markets you've like join and in priority order
    - vi. If your product(s) currently have any placements in the market and which chains please provide details and depletions if you have them
    - vii. Proposed case FOBs, case pack size, and suggested shelf retail pricing. The RNDC On Demand team will use this to prepare a proposed pricing structure for further discussion.
- After emailing the RNDC On Demand team with the required information, you will receive a confirmation email from Okta within 24 hours, granting you access to INFORMATICA. Please note: if you do not open the Okta email within 30 days, you will need to restart the process from step one. Remember to check your spam folder, as Okta emails sometimes go there.

## 2. Access Okta to login INFORMATICA (Supplier Portal) - Upload licenses + Add Markets



- **The RNDC supplier portal,** Informatica, is where you will upload your state license information, including your license(s) and state-specific brand label registrations.
  - Not sure which license you need to go live in a state? Skip down to Step 15:
     Compliance and review the market you want to go live in
- The RNDC On Demand Team will send you an email notification once your RNDC account setup is complete.
- An appointment letter designating RNDC as your distributor is <u>required</u> for upload.
  - A draft appointment letter you can upload can be found here
- Looking to add another RNDC On Demand Market?

Please follow these steps:

To add an additional On Demand Market state in the Supplier Portal:

- Click 'Edit' and navigate to 'Supplier State Information.'
- Use the (+) button to add the new state.
- You'll need to provide the License #, Holder Name, License Issue and Expiration dates, upload the License, and provide State contact information.
- After entering the required details, click 'Save' at the top of the screen to submit your changes.

Please note that the added state will not appear immediately after saving; it must first be approved by the RNDC Commercialization team. During this review and approval process, the Portal will be locked.

- Link to RNDC Supplier Portal: https://rndcsuppliers.okta.com
- Link to video guides on how to set up RNDC Supplier Portal account: https://rndc.sharepoint.com/sites/InformaticaSupplier

#### Edit your information:



#### Add a state:



#### Save/Submit:



## 3. Pricing Conversation

- Once you provide the On Demand Team with your case pack sizes, ABV, FOBs, and suggested SRPs, they will email you an Excel pricing file generated from your information
- For any pricing-related inquiries or discussions, please contact the RNDC On Demand team directly, as they are responsible for pricing management
- After you receive the Excel pricing file, schedule a meeting with the RNDC On Demand team to review and finalize the pricing
- RNDC On Demand operates at a 30% margin, even at its deepest discount. There
  are no shipping billbacks with the On Demand model

## 4. Supplier set up at RNDC CORP (Confirmation of supplier portal submission)

• The RNDC On Demand Team will email you once your company is set up at the RNDC Corporate Level

#### 5. eRNDC Access

- eRNDC is the platform for submitting product details and setting up your products within RNDC
- The LibDib Maker's Team will send you an email confirming your eRNDC access
- Ensure all other team members are added to your eRNDC account
  - To add team members, refer to: <u>How to: Add Team Members + Roles</u> Permissions
- What if you haven't received an email to set up your eRNDC account, even though you've submitted all necessary information through the Informatica RNDC Supplier Portal?
  - Please reach to the following emails with the subject line: eRNDC Access Requested
  - makers@libdib.com, dean.parker@rndc-usa.com, tabetha.arnold@rndc-usa.com, rachel.minor@rndc-usa.com

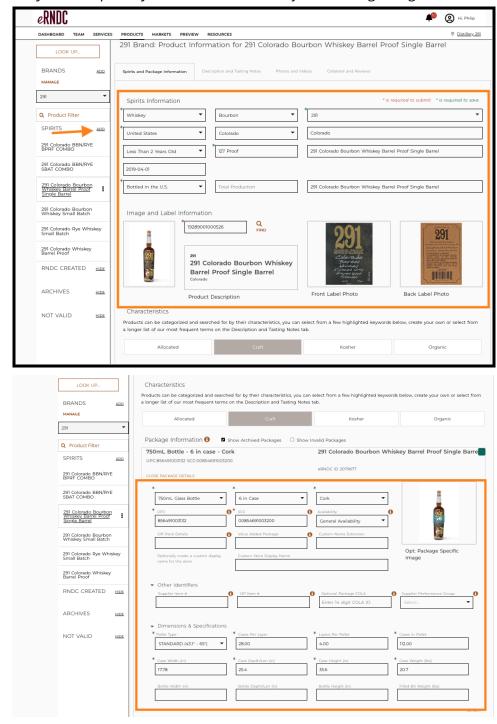
## 6. Adding and Submitting Products in eRNDC:

- Log in to your eRNDC account: erndc.com
  - Unsure which account you are in? Check the logo on the upper left hand side. eRNDC will have red accent colors while LibDib will have blue accent colors.



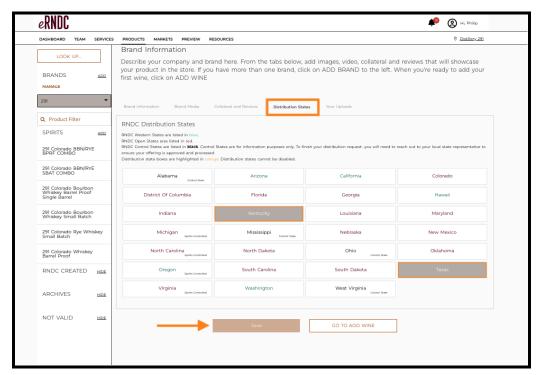
Add your Brand and Products to eRNDC

- Here's how: <u>How do I add products?</u> (see images below)
- Please include precise details regarding package sizes.
- If your product doesn't have a UPC or SCC code, please input 9999999999 to bypass this field
- o Completing this process requires precise package details
  - \*\*If you do not add accurate package details your items will risk major delays in set up and you will have to restart from the beginning.



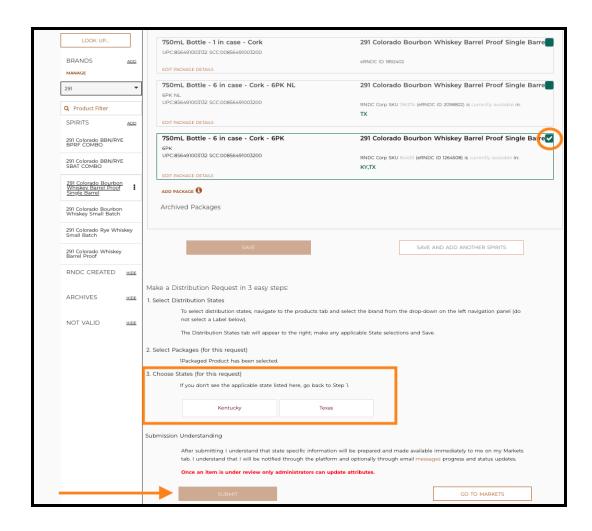
#### Select which market(s) to submit your product(s) to:

- Here's how: (see image below)
  - Select the PRODUCTS tab
  - Select the BRAND
  - Select DISTRIBUTION STATES
  - Select the markets you want to submit your products to
  - Select SAVE



#### • Select which packages sizes you would like to submit to a market:

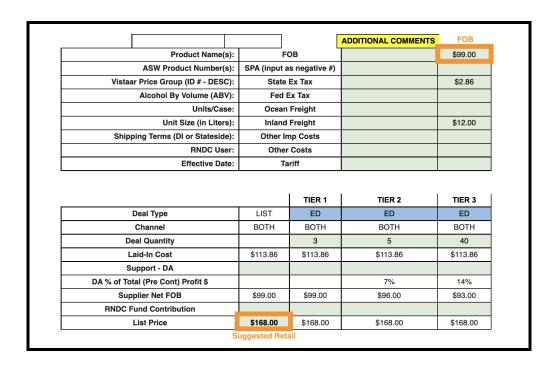
- Here's how: (see image below)
  - Select the PRODUCTS tab
  - Select the PRODUCT you'd like to submit to the market
  - Scroll down to the PACKAGE SIZE
  - Select the blue box in the upper right hand corner of the package size (this will go from a blue box to seeing a checkbox in it)
  - Select the markets you want to submit your products to in the CHOOSE STATES box
    - Don't see your state? Please go back to the step above
  - Select SUBMIT
    - \*\*Be sure to check that the package size actually submitted, if it didn't submit you will see an error message telling you what needs to be done in order to submit



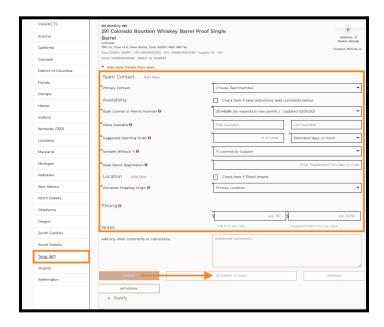
#### • Submit products to RNDC for set up:

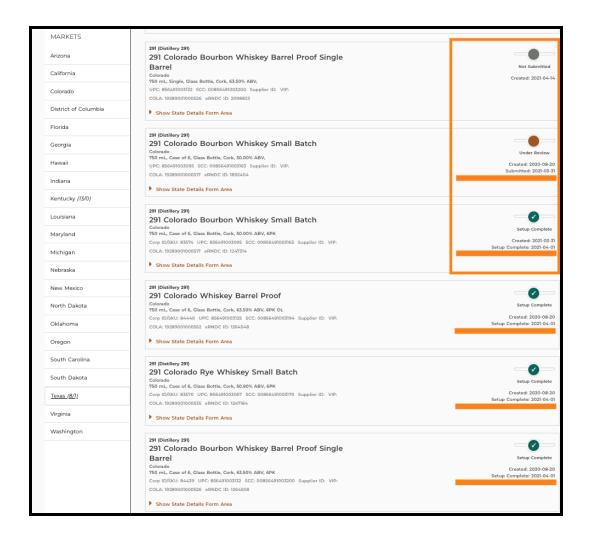
- Here's how: (see images below)
  - Select the MARKETS tab
  - Select the market of you'd like to submit your product(s) to on the left hand side, for this example we will use TEXAS
  - Select RNDC REQUESTS
  - Select SHOW STATE DETAILS FORM AREA
  - Fill in all of the required fields (see images below)
    - In the pricing section
      - FOB price you will input the FOB pricing from the agreed upon excel sheet
        - \*\*if the pricing you input in eRNDC does not match your pricing excel file, this will cause delays in your set up
      - Suggested retail price will be the LIST PRICE from the agreed upon excel sheet

■ Oh No! I do not have an RNDC pricing excel form! What should I do? Please go back to Step 1 in this guide and send your FOBs, SRPs and package size details to the RNDC On Demand Team with what market(s) you'd like to go live in.



When your products are set up you will receive a notification from the RNDC
 On Demand Team and eRNDC (see images below)



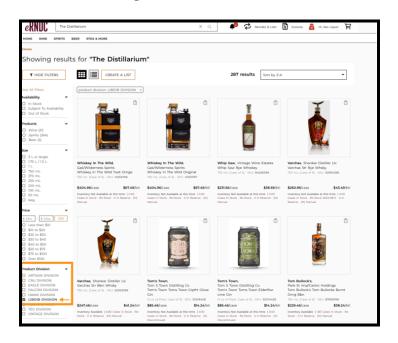


## 7. LibDib Access & Adding Products to LibDib

- New to LibDib? <u>Click here</u> to set up your account.
- How to add products to LibDib: How do I add products?
- And yes, you have set up your items both in LibDib and eRNDC. Once your items are set up in both LibDib and eRNDC, they are accurate for all markets across the entire available network. It's double the "fun," but worth it!

## 8. Confirmation of items set up in RNDC

- The RNDC On Demand team will notify you via email once your offerings are established with RNDC.
- This means accounts can now see your offerings in eRNDC to order. Accounts can now order your products directly through eRNDC.
- If the buyer has not claimed their eRNDC account, they can do so <u>here</u>.
- Buyers can search eRNDC for your products by name, brand or by Product Division, "RNDC On Demand." See image below:



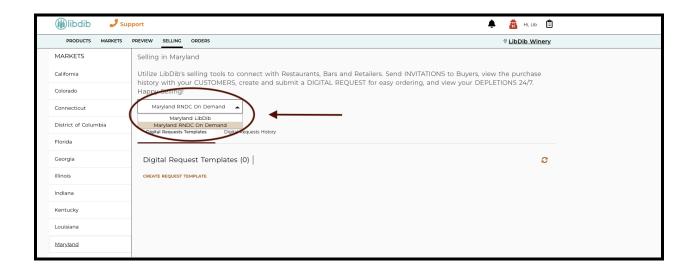
## 9. Chain Authorizations? There is a Claiming Process

- Now that your offerings are live with RNDC, the On-Demand Team will collaborate with the relevant RNDC Chain CAM(s) to claim any items requiring their attention.
- Be sure to inform The RNDC On Demand team of any chain placements
- TX Market Spirits only: Once your product(s) are set up in RNDC TX and you are selling, ALL spirits sold to on-prem will need to go through a Class B in the state of Texas. The on-prem account will tell you the supplier who their Class B is.
  - Specs Corporate Any on premise accounts you encounter that use Specs as their Class B will need to work with you and their specs rep to get the item

- set up in Spec's system. \*\*Suppliers are not to reach out to Specs corporate directly
- Spec's has provided the New Item Placement Form <a href="here">here</a>, please work with the on premise account to complete the New Item Placement Form
  - Once the form is filled out please submit it to the following emails:
    - <u>newitemplacement@specsonline.com</u>, <u>tabetha.arnold@rndc-usa.com</u> <u>dean.parker@rndc-usa.com</u>
  - After the submitted form is received Specs will get the product(s) set up up in Provi (Specs ordering platform)
  - Once the NIP form has been processed on Specs end Suppliers will work directly with Tabetha Arnold and Dean Parker to ensure Specs POs are placed, and the inventory is received to the On-Prem account
- \*\*Please do not directly reach out to Specs to set up a meeting all meetings need to go through the RNDC CAM. \*\*Product presentation decks/notes to review with supplier prior are mandatory.

## 10. Confirmation from LibDib team that items are set up in LibDib & Digital Requests

- The LibDib Makers Team will notify you via email when your offerings are live on LibDib.
- Your items are now set up and ready for sale.
- Use LibDib's digital tools to submit <u>Digital Requests</u> on your LibDib account.
- In a "crossover state," ensure your DR submission is directed to the correct market (e.g., Florida RNDC On Demand). \*\*a crossover state is one in which both LibDib and On Demand operate.



## 11. Purchase Orders

 RNDC On Demand procures inventory based on sales velocity, allowing for purchase orders as small as a single case. Should there be any shipping delays, please inform the following email addresses: <a href="mailto:dean.parker@rndc-usa.com">dean.parker@rndc-usa.com</a>
 rachel.minor@rndc-usa.com
 tabetha.arnold@rndc-usa.com
 libship@libdib.com
 makers@libdib.com

## 12. Shipping Product

- When shipping, please write "RNDC On Demand Take to Warehouse Receiving" on the outside of the case.
- Should you receive a backorder or return notification, you are required to replace the <u>Digital Request</u>.
- .All orders must be shipped by makers via LibShip. More information about LibShip can be found here: <a href="https://help.libdib.com/libship">https://help.libdib.com/libship</a>
- RNDC covers the cost of LibShip; it will not be billed to the Maker.
- Makers are required to ship to the "Ship to Location" indicated on the shipping label within 24 hours.
  - If there is a delay in shipping be sure to notify the following emails: <u>dean.parker@rndc-usa.com</u> rachel.minor@rndc-usa.com tabetha.arnold@rndc-usa.com libship@libdib.com makers@libdib.com
- Makers are responsible for delivering shipments to FedEx drop-off locations.
   They have the option to include these packages with their regular FedEx pickups

- or schedule a new one if needed. Further details on scheduling and managing pickups are available <u>here</u>, and locations can be found <u>here</u>.
- Once received at the RNDC warehouse via FedEx, the order will be checked in and slotted for delivery. An RNDC truck will then deliver the order to the Buyer.

## 13. Microstrategy Access

- Microstrategy is an RNDC-generated report designed for Makers to monitor all sales and inventory. Makers can log in at their convenience to review their progress.
- How do I gain access to Microstrategy?
  - Please complete the Excel form located here.
  - To grant your team members access to Microstrategy, please complete the Excel form and email it to the RNDC On Demand team. The subject line of your email should be: "Microstrategy Access and [Your Company Name]." Please note: The form must be the Excel form provided above.
  - Send the completed Microstragey Excel form to: <u>dean.parker@rndc-usa.com</u> <u>rachel.minor@rndc-usa.com</u> <u>tabetha.arnold@rndc-usa.com</u>
  - After emailing the RNDC On Demand team with the required information, you will receive a confirmation email from Okta within 3-10 days, granting you access to MICROSTRATGEY. Please note: if you do not open the Okta email within 30 days, you will need to restart the process from step one. Remember to check your spam folder, as Okta emails sometimes go there.
- Already have Microstrategy? Go here to login: https://rndcsuppliers.okta.com/

## 14. Get Paid

- RNDC operates on a net 30 payment schedule, calculated from the date you invoice RNDC for the product.
- Please submit invoices to the designated email addresses for each market.
  - o CO: <u>SUPPLIER-CO@RNDC-USA.COM</u>
  - o DC: <u>SUPPLIER-DC@RNDC-USA.COM</u>
  - o FL
- Central FL (CFL/Gibsonton/Orlando): Supplier-FL-CFL@rndc-usa.com
- Deerfield Beach <u>Supplier-FL-DFB@rndc-usa.com</u>
- Jacksonville <u>Supplier-FL-JAC@rndc-usa.com</u>
- Pensacola Supplier-FL-PEN@rndc-usa.com
- Tampa <u>Supplier-FL-TAM@rndc-usa.com</u>
- o GA: Supplier-GA-ATL@rndc-usa.com
- o IL: RNDCILPurchasing@rndc-usa.com
- o IN: <u>Supplier-IN-IND@rndc-usa.com</u>
- o KY: SUPPLIER-KY@RNDC-USA.COM
- o LA:
  - Lafayette: LA SUPPLIER-LA-LAF@RNDC-USA.COM
  - New Orleans: LA SUPPLIER-LA-NOL@RNDC-USA.COM
- o MD: <u>SUPPLIER-MD-JES@RNDC-USA.COM</u>
- o OK: <a href="mailto:supplier-ok-okc@rndc-usa.com">supplier-ok-okc@rndc-usa.com</a>
- o SC: SUPPLIER-SC@RNDC-USA.COM
- o TX: <u>SUPPLIERTX@RNDC-USA.COM</u>

## 15. Compliance Requirements: All Markets:

- Copy of TTB License of the winery or distillery.
- FedEx Alcohol Shipper's Permit.
  - o More information can be found here
- Using Helmsman, ASE, MHW, or Park Street?
  - When filling out the onboarding please select one of the above companies and RNDC will work directly with them to obtain your Brand Registration Numbers and State Compliance Documents.
- Using a Co-packer or contract distillery/winery?
  - RNDC needs the license of who gets paid. If the product is still owned by the co-packer at the time of purchase, that is the license that is needed.
- All RNDC physical addresses can be found at <a href="https://www.rndc-usa.com">www.rndc-usa.com</a>

# Compliance Requirements: Individual Markets: COLORADO

- In State Makers
  - Copy of Colorado State (home state) license
- Out of State Makers:
  - Copy of home state alcohol license.
  - Become an Importer or Use an Importer. More information can be found here.
  - Products must be registered prior to shipping into CO—using PRO (productregistrationonline.com.) Follow instructions and pay online to register each product that will ship into CO.
- RNDC License Information:

## DISTRICT OF COLUMBIA

- In State Makers
  - Class A manufacturer's license.

- Out of State Makers:
  - Copy of home state alcohol license
- RNDC DC License Information: ABRA-076499

### **FLORIDA**

- ALL Makers need to create an account with Florida DBPR to register their labels.
  - A step-by-step guideline can be found <u>here</u>.
  - Label Registration is done online and typically approved within 24 hours (but could take longer).
  - When registering with the state, be sure to add Brand name AND Label name as a description (For example: ABC Distillery/White Whiskey).
  - Makers must email the Florida brand number to <u>makers@libdib.com</u> before offerings are approved and go live.
- In State Makers
  - o Copy of Florida State (home state) license
- Out of State Makers:
  - Copy of home state alcohol license.
- RNDC Florida License Information

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### **GEORGIA**

- Brand Label Registration. Register here.
- In State Makers:
  - Photocopy of Georgia alcohol license.
- Out of State Makers:
  - Photocopy of your home state alcohol license.
  - o GA Nonresident seller's permit. Register here.
- RNDC Georgia License/Information
  - o Atlanta: 0009718

## **ILLINOIS**

 Makers need to register each product for sale and appoint RNDC as the Distributor on the Registration Statement which can be uploaded via <u>MyTax Illinois</u> (Statement is the last page of <u>Non-Resident Dealers</u> application)

- This can also be done later on the MyTax Illinois website
  - Login to MyTax Illinois
  - "Accounts"
  - o "LLC"
  - o "Brand Registration"
- In State Makers
  - o Copy of Illinois State (home state) license
- Out of State Makers:
  - Copy of home state alcohol license.
  - o IL Non-Resident Dealers License
    - For "Geographical Territory," enter a specific cities/counties OR "Entire State"
    - Email form to <u>dean.parker@rndc-usa.com</u> for signature prior to submission
- RNDC Illinois License Information: 2E-1150083

## **INDIANA**

- In State Makers:
  - Copy of your Indiana state license
- Out of State Makers:
  - o Copy of your home state alcohol license.
  - o Primary Source Registration.
- RNDC Indiana Licenses and Information
  - W4915036 (Wine)
  - W4909133 (Liquor)

## **KENTUCKY**

- Sales Representatives that are out in the market must have a Special Agent or Solicitor's License. Click here for more information.
- In State Makers
  - Copy of Kentucky ABC Permit
- Out of State Makers:
  - Copy of home state alcohol license.
  - o Out-of-State Spirits and Wine Supplier License.
    - Click here for more information.
- RNDC Kentucky License and Information:
  - o 056-WH-194890 (RNDC Wine & Spirit License

## LOUISIANA

- In State Makers:
  - Copy of Louisiana State Distiller's and Rectifier's Permit.
- Out of State Makers:
  - Copy of home state alcohol license.
- Copy of Liquor Manufacturer/Supplier Permit. Register here
  - o RNDC's LA address: 809 Jefferson Hwy, New Orleans, LA 70121
- RNDC Louisiana Licenses and Information:
  - Lafayette W.72.00001023-L
  - New Orleans W.72.00001022-L

#### **MARYLAND**

- In State Makers
  - Copy of Maryland State (home state) license
- Out of State Makers:
  - Copy of your home state alcohol license
  - o Maryland Non-Resident Dealer's permit
- RNDC License Information: W1-01037

## **OKLAHOMA**

- In State Makers
  - Copy of Oklahoma state license
- Out of State Makers
  - Copy of home state alcohol license.
  - o Copy of OK Nonresident Seller License Register Here.
- Brand Label Registration: Brand label registration required by the owner of the brand. If the owner is not licensed, but represented by a non-resident seller (importer or broker), they may submit the label for approval. File for Brand Label Registration here
- In market sales representatives must obtain a Manufacturer's Agent License to solicit and take orders.
- RNDC Oklahoma Licenses and information:
  - o 6 (DBA Central Liquor Co.)

- Makers alerting buyers of Delivery Day: There are two unique factors in Oklahoma
  contributing to this extra step. RNDC delivers to every account in the entire state.
  Buyers are very used to getting their deliveries within 24 hours. Oklahoma is also a
  COD state. Buyers are very cognizant of their deliveries and having enough cash on
  hand to pay the driver upon delivery.
- Makers will be alerted via email when their shipment arrives at the RNDC warehouse. As a courtesy (and good long term relationship building), Makers should email their buyer something like the following: Dear XX, Thank you for your support! We would like to alert you that your most recent order has arrived at the warehouse and is being prepared to ship to you for arrival tomorrow. Please reach out if you need to adjust the arrival date. Cheers!" This small extra step will ensure they are ready for the delivery (i.e. have the cash on hand) and avoid any returns.

## **SOUTH CAROLINA**

- <u>Certificate of Registration for Liquor Producer</u> or Importer or <u>Certificate of Registration for Wine</u>
- <u>Brand registration</u> required for alcoholic liquors. Brands may only be registered by the American producer or primary American source of supply.
- Brand registration is also required for all wines not exceeding 21% ABV. Wine brands may only be registered by the American producer or primary American source of supply. <u>Please click here</u> for more information.
- In State Makers
  - o Copy of South Carolina State (home state) license
- Out of State Makers:
  - Copy of home state alcohol license.
- RNDC South Carolina License Information:

## **TEXAS: Spirits**

- In State Distilleries:
  - o Copy of Texas State Distiller's and Rectifier's Permit.
- Out of State Makers:
  - Copy of your home state alcohol license.
  - Copy Nonresident seller's permit. <u>Register here.</u> Information on the TX licenses can be found <u>here.</u> The process should result in a "Certificate of Registration," which is dependent on your TTB COLA approval.
- RNDC Texas Licenses/Information:

o Corpus Christi: W 659056

DFW: W 659240
El Paso: W 659231
Houston: W 658743
Lubbock: W 877760
San Antonio: W 658746

- **Texas Compliance Rule**: When speaking with accounts about your brand, there are specific rules when it comes to discussing price. Technically, **only** the distributor can quote an exact price. So as a Maker, you can say "the price per bottle is around \$13. Let's go look at eRNDC together to view the exact bottle price."
- **Texas Chains Presentations:** Texas is a very heavy chain market. Part of the service RNDC on Demand provides is alerting the chains about the offerings in our division. This happens on a monthly basis. Please do not contact any Texas chain buyers on your own.
- **Texas Off- Premise Stocking**: When the product arrives, an RNDC representative will place products on the shelf along with other RNDC items.

## **TEXAS: Wine**

- In State Wineries:
  - Copy of Texas State Winery Permit.
- Out of State Makers:
  - o Copy of your home state alcohol license.
  - Nonresident seller's permit. <u>Register here.</u> Information on the TX licenses can be found <u>here.</u> The process should result in a "Certificate of Registration," which is dependent on your TTB COLA approval.
- **Texas Compliance Rule**: When speaking with accounts about your brand, there are specific rules when it comes to discussing price. Technically, **only** the distributor can quote an exact price. So as a Maker, you can say "the price per bottle is around \$13. Let's go look at eRNDC together to view the exact bottle price."
- **Texas Compliance Rule for WINE Only:** Due to TX regulations, winery owners and reps are not allowed to visit accounts on their own without a distributor sales rep. Makers can solicit Buyers via other channels (digital, phone).
- **Texas Chains Presentations:** Texas is a very heavy chain market. Part of the service RNDC on Demand provides is alerting the chains about the offerings in our division.

This happens on a monthly basis. Please do not contact any Texas chain buyers on your own.

• **Texas Off- Premise Stocking**: When the product arrives, an RNDC representative will place products on the shelf along with other RNDC items.

## **VIRGINIA**

- In State Makers
  - Copy of Virginia State license
- Out of State Makers:
  - Copy of home state alcohol license.
  - Importers must apply for an <u>Importer's License</u> and designate an authorized distributor.
  - o Makers must complete the <u>Franchise Designation Form</u>.
  - Register each specific label with the Virginia ABC. Click here: <u>Virginia Product Registration guide</u>.
  - Any applicant who wishes to have persons solicit sales for your company in Virginia during the application period are required to obtain a Solicitor Salesman Permit for each person. To obtain such a permit, please <u>click here</u> for more information.
- RNDC Virginia License and Information:
  - VA Wine Imp #85627
  - VA Lic No Wine #85629
  - VA Out of Bond Permit #85630
  - Basic Permit Importer VA-I-21063
  - o Basic Permit Wholesaler VA-P-21100