

# GO LIVE

WITH



## All Markets

Step-by-step instructions to utilize LibDib

**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.

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## 1: Sign up at [LibDib.com](https://libdib.com)

Getting your products live on LibDib begins with a few essential setup steps that ensure your account, permits, and offerings are ready for distribution. This section walks you through choosing your plan, uploading required licenses, adding your brands and offerings, and submitting your pricing. Completing these steps accurately and in order will streamline the approval process and help you move efficiently toward selling in your chosen markets.

- **Pick a Plan:** Gold, Silver or Plus. [Click here](#) for side by side comparisons
- Brand new to distribution? We highly recommend a one month Priority Onboarding Package. Email [makers@libdib.com](mailto:makers@libdib.com) to sign up
- Upload your licenses and permits
- Add your brand and offerings, here's how: [click here](#)
- Set the price for offerings and submit, here's how: [click here](#)

**PRO TIP:** *Do you have Buyers waiting for your products or a specific deadline for an event? LibDib approves offerings on a schedule ([please click here to review](#)) by market. If you need something approved outside of this schedule, consider Priority Onboarding.*

## 2: Compliance for All Markets

Before products can go live in any LibDib market, all Makers must complete required federal, home-state, and market-specific compliance steps. This section outlines the core documentation needed across all states, along with important Pro Tips to streamline your onboarding. Completing these compliance requirements accurately ensures faster approvals, seamless order processing, and full regulatory alignment—setting the foundation for successful distribution through LibDib.

**PRO TIP:** *TTB and Home State Licensing can be entered in the Maker Profile, click on Compliance on the left hand side. ([here's how](#)) You can also enter your FedEx Alcohol Shipping Agreement [here](#). This will copy the information to each market.*

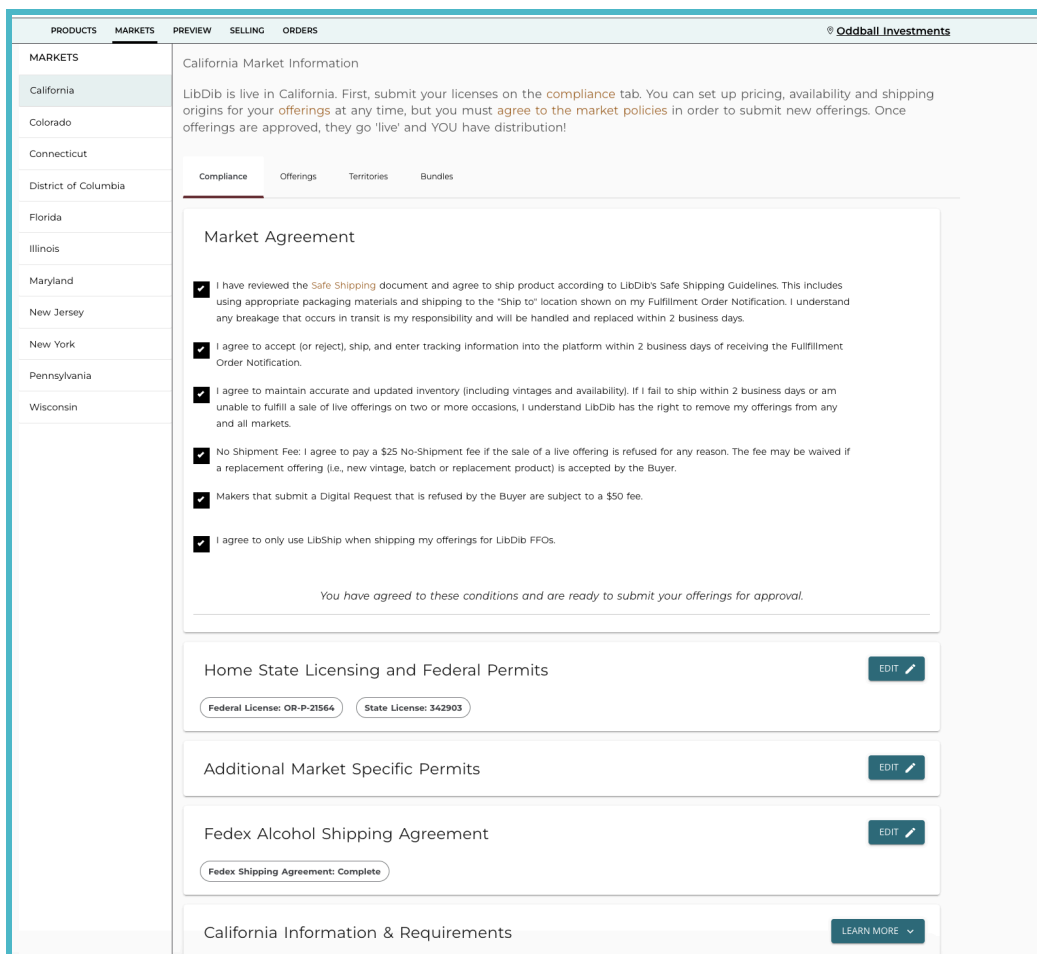
To sell with LibDib, we require the following documentation:

- **All Makers, All States**
  - Copy of TTB License of the distillery or winery
  - Home State License
  - FedEx Alcohol Shipper's Permit. More information can be found [here](#)
  - [LibShip Certification](#)
  - Using an Importer? When filling out the onboarding please work with ASE/MHW/Park Street to get their TTB and Home State license information
  - Using a Co-packer or contract distillery/winery?
    - LibDib 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
  - [LibDib License Numbers](#)
  - Addresses
    - LibDib Headquarters (all correspondence to be sent to this address only): LibDib, aka Liberation Distribution, LLC  
6980 Santa Teresa Blvd. #201  
San Jose, CA 95119
    - For licensing purposes only (if you need a distributor address for an individual state permit or license) Individual markets, please click here.

## 3: Individual Market Compliance




Each state has its own regulatory requirements, and Makers must complete the necessary steps for every market where they plan to sell. This section outlines the specific permits, registrations, documents, and processes required in each LibDib market. Carefully review the details for your chosen states to ensure seamless product approvals and avoid delays in going live.

**PRO TIP:** Visit the Compliance tab within each market to enter permit numbers and upload any required state-specific documents. You'll also find the Market Agreement in this section—Makers must review and accept this agreement before any products can go live in that market.



The screenshot displays the 'MARKETS' section of the LibDib platform, specifically for California. The navigation bar includes 'PRODUCTS', 'MARKETS', 'PREVIEW', 'SELLING', and 'ORDERS'. The 'MARKETS' sidebar lists various states, with California selected. The main content area is titled 'California Market Information' and includes a brief overview of the market. Below this, the 'Compliance' tab is active, showing a 'Market Agreement' form with several checked checkboxes indicating agreement to terms. The agreement includes clauses about shipping, tracking, inventory, and fees. Below the agreement, there are sections for 'Home State Licensing and Federal Permits', 'Additional Market Specific Permits', 'Fedex Alcohol Shipping Agreement', and 'California Information & Requirements', each with an 'EDIT' or 'LEARN MORE' button.

**PRO TIP:** On the platform, state specific information can be uploaded within the market under the Compliance Tab to "Additional Market Specific Permits." ([here's how](#)) If the TTB/State/FedEx licenses/permits are uploaded within your profile, these will be copied over to each market.

Home State Licensing and Federal Permits	EDIT 
Federal License: CO-S-15021 -- JH      State License: 42906420002 -- Manufacturer (distillery & rectifier)	
Additional Market Specific Permits	EDIT 
Fedex Alcohol Shipping Agreement	EDIT 
Fedex Shipping Agreement: Complete	

## California

- **In State Makers:**
  - Photocopy of California State (home state) alcohol license
- **Out of State Makers:**
  - Photocopy of your home state alcohol license
  - Spirits Makers Only: California Type 28 Out of State Distilled Spirits Certificate
    - [Click here](#) for instructions
    - [Click here](#) to apply for the Certificate

## Colorado

- **In State Makers:**
  - Photocopy of Colorado State (home state) alcohol license
- **Out of State Makers:**
  - Photocopy of your 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

## Connecticut

- **All Makers:**
  - Brand registration numbers for each brand.
    - This is the Maker's responsibility to complete.

- A step-by-step guideline can be found [here](#).
- When registering with the state, be sure to add Brand name AND Label name as a description. (For example: Juice's Distillery/White Whiskey).
- There is a \$200 fee for each brand registration for out-of-state makers.
- The fee is \$15 for each brand registration for products manufactured in Connecticut by a Connecticut manufacturer.
- Makers will need to register each product and appoint a Distributor, both of which can be done via Connecticut's [eLicense Portal](#). Please note: when appointing LibDib as your distributor, the State of Connecticut requires an individual permit holder so LibDib's CEO, Cheryl Durzy, is the licensee.
- Makers are responsible to Price Post into the state of CT to Wholesalers (Maker price) by the 6th of each month and this process can take up to 30 days. Price posting with the state requires creating an account on [biznet.ct.gov](#) and then having your account verified by the state. This process can take up to 3 business days. Once you have price posted, please notify [makers@libdib.com](mailto:makers@libdib.com).
- All products are subject to size restrictions and requirements. All sales to wholesale and all sales to retail are required by state law to be in the exact quantities.

Bottle Volume	Case Size
1,750 ML	6
1 L	12
750 ML	12
375 ML	24
200 ML	48
100 ML	61
250 ML	100
50 ML	Maximum of 200

- Please click [here](#) for more details and deadlines regarding Price Posting in CT.
- **In State Makers:**
  - Photocopy of Connecticut State (home state) alcohol license
- **Out of State Makers:**
  - Photocopy of your home state alcohol license
  - [Out of State Shipper Permit](#)

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## DC

- **All Makers:**

- Only if you have sales representation in the market: [Solicitor's License](#)

- **In State Makers:**

- Class A manufacturer's license

- **Out of State Makers:**

- Photocopy of your home state alcohol license
- Using a Co-packer or contract distillery/winery?
  - LibDib 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.

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## Florida

- **All Makers:**

- Makers need to create an account with Florida DBPR to register their labels. A step-by-step guideline can be found [here](#). 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 [makers@libdib.com](mailto:makers@libdib.com) before offerings are approved and go live.

- **In State Makers:**

- Photocopy of Florida State (home state) alcohol license

- **Out of State Makers:**

- Photocopy of your home state alcohol license

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## Illinois

- **All Makers:**



- Makers need to register each product for sale and appoint LibDib as the Distributor on the Registration Statement which can be uploaded via [MyTax Illinois](#) (Statement is the last page of [Non-Resident Dealers](#) application)
    - This can also be done later on the MyTax Illinois website
      - Login to MyTax Illinois
      - “Accounts”
      - “LLC”
      - “Brand Registration”
  - **In State Makers:**
    - Copy of Illinois State (home state) alcohol license
  - **Out of State Makers:**
    - Photocopy of your home state alcohol license
    - [Non-Resident Dealers License](#)
      - For “Geographical Territory,” enter a specific cities/counties OR “Entire State”
      - Email form to [compliance@libdib.com](mailto:compliance@libdib.com) for signature prior to submission
- 

## Maryland

- **In State Makers:**
    - Photocopy of Maryland State (home state) alcohol license
  - **Out of State Makers:**
    - Photocopy of your home state alcohol license
    - Maryland [Non-Resident Dealer’s](#) permit
- 

## New Jersey

- **All Makers**
  - Brand registration numbers for each brand.
    - A step-by-step guideline can be found [here](#).
    - When registering with the state, be sure to add Brand name AND Label name as a description. (For example: Juice’s Distillery/White Whiskey)
    - When registering each brand, you will need LibDib’s New Jersey License Number (3405-23-108-001)
    - Your product(s) must have an approved brand number from New Jersey before we can price post your offerings

- This information is needed before LibDib can price post your products
  - All New Jersey offerings must be price posted and this process can take up to 45 days. Once you've priced offerings in the New Jersey market, the LibDib compliance team will follow up with any steps that need to be taken specific to your products.
  - **In State Makers:**
    - Photocopy of New Jersey (home state) alcohol license
  - **Out of State Makers:**
    - Photocopy of your home state alcohol license
- 

## New York

- **All Makers:**
    - All NY Offerings must be [Price Posted](#) and this process can take up to 60 days. Once you've priced offerings in LibDib's NY market, the LibDib compliance team will follow up with any steps that need to be taken specific to your products.
    - Distilleries Only: All spirit products require a New York State Liquor Authority (NYSLA) Brand Label Registration, which LibDib will submit for those Makers who appoint us as their Brand Agent. Under 1,000 gallons annually? The NYSLA does not require any additional license in the state in order for LibDib to list and sell your products. However, products are subject to NYSLA BLR fees if they exceed 1,000 gallons of production annually.
  - **In State Makers:**
    - Photocopy of New York State (home state) alcohol license
  - **Out of State Makers:**
    - Photocopy of your home state alcohol license
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## Pennsylvania

Pennsylvania is a [control state](#), meaning the Pennsylvania Liquor Control Board (PLCB), a state government entity, acts as both the distributor and a retailer of alcoholic beverages. In this market, LibDib functions as a broker. LibDib receives payment based on a percentage ([tiered](#)) for brand presentation, negotiations, and fulfillment.

LibDib currently submits products to the PLCB for

1. *Premium Product Management and One Time Buys*

2. *Regular Stock listings 2X per year*

3. *Special Orders (SO)*: The Pennsylvania Liquor Control Board (PLCB) website will feature products available for purchase by consumers or on-premise establishments. Inclusion on this site requires a detailed submission process. LibDib Gold members can submit products at no cost, while other suppliers will incur a submission fee. Please reach out to [andrew.bowman@libdib.com](mailto:andrew.bowman@libdib.com) for more information about the PLCB SO process.

We will continue to build out our capabilities within control states over time.

- **In State Makers:**
  - Photocopy of Pennsylvania State (home state) alcohol license
- **Out of State Makers:**
  - Photocopy of your home state alcohol license

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## Wisconsin

- **All Makers:**
  - A [Salespersons Permit](#) must be obtained for each person soliciting orders.
- **In State Makers:**
  - Photocopy of Wisconsin State (home state) alcohol license
- **Out of State Makers:**
  - Photocopy of your home state alcohol license
  - Wisconsin [Out of State Shippers](#) permit

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## 4: Pricing Offerings

Setting the right pricing is a critical part of launching your products on LibDib. In this section, you'll learn how to determine wholesale pricing, submit offerings for approval, and ensure your products are positioned competitively in the market. Accurate pricing not only supports your margins—it also impacts Buyer interest, market success, and the speed of your go-live process.

- Follow the [LibDib Pricing Guide](#) to achieve Maker pricing success.
- LibDib team members will review all the information. [Pricing is approved on this schedule](#). For priority service, [Gold, Silver and Priority Onboarding](#) members can touch base with their Portfolio Manager to prioritize and approve.

Offering Approval Calendar	
Day of Month	Market
1	
2	
3	CO
4	
5	
6	CT
7	
8	
9	NJ
10	
11	FL
12	
13	
14	
15	CA
16	
17	DC + PA
18	
19	NY
20	
21	
22	MD
23	
24	
25	WI
26	
27	
28	IL
29	
30	
31	

- Makers will receive an email once offerings are approved and are Live in a market.

**PRO TIP:** *If you have a special event, tasting or specific deadline to get your offerings to a certain Buyer, please reach out immediately to [makers@libdib.com](mailto:makers@libdib.com). With [Gold/Silver or Priority Onboarding](#), rush approvals are possible. Our team will evaluate each situation based on the timeline and make a recommendation. The more time given to the LibDib team to review, the more likely we can assist in tight deadline situations.*

## 5: LibShip and Shipping Information

Efficient, compliant shipping is essential to your success on LibDib. Buyers expect quick delivery, and properly packaged shipments ensure your products arrive safely and maintain their quality. This section outlines how to set up and use LibShip—LibDib’s required shipping program—as well as best practices for fast fulfillment and secure packaging. Following these guidelines helps prevent delays, damage, and costly reshipments while keeping Buyers happy and orders flowing.

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

**PRO TIP:** Write "LibDib Maker" on your application to FedEx for speedier service. If the process takes more than two weeks, please reach out to [libship@libdib.com](mailto:libship@libdib.com) for assistance.

**PRO TIP:** The FedEx Alcohol Shipper's Agreement is tied to the "ship from" location. For example, if you are shipping via a 3PL or importer's warehouse, they might already have a FedEx Alcohol Shipper's Agreement in place.

- All orders must be shipped using [LibShip](#) and sent to either LibDib's licensed warehouse or, in non-at-rest markets, directly to the account. Gold Members may be eligible for exceptions when sending inventory orders to LibDib's warehouse; please check with your Portfolio Manager for details. Orders shipped outside of LibShip will be returned, and the Maker will be responsible for all related fees and shipping costs.
- More information about LibShip may be found [here](#).
- Makers who complete the [LibShip Training Certification](#) are far less likely to experience breakage or shipping errors, as they learn the correct packaging and fulfillment processes required for compliant, damage-free deliveries.

## 6: Fulfill Orders

Once your products are live, it's time to start fulfilling orders and receiving payments. This section walks you through what happens when a Buyer places an order, how to access and ship against your Fulfillment Orders (FFOs), and what to expect in terms of timelines and payment processes. Following these steps ensures smooth deliveries, satisfied Buyers, and timely payouts—keeping your business running efficiently as you grow with LibDib.

- Did you get an order? [Here's what you do next](#).
- 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.
- Makers are required to ship to the "Ship to Location" indicated on the ORDERS tab in your LibDib account and indicated on the FFO. It will also be automatically populated on your LibShip labels and paperwork. If a Gold Maker is shipping outside of LibShip to LibDib's warehouse, please ensure that the address is correct by confirming with your Portfolio Manager.

**PRO TIP:** *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. LibShip labels are pre-populated with the correct address.*

- 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 AMOUNT
LibDib Winery, 2012 Chardonnay, Central Coast, 720 mL, Case of 6, Glass Bottle, Cork, 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, 14.0% ABV, SKU: 10006494	Shipment #1	Case in shipment 1
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**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) into the hands of FedEx, either via drop off or pick up.
  - Makers can drop off at a [FedEx location](#).
  - Makers also have the option to include the package(s) with their regular FedEx pick ups or schedule one if needed (more info [here](#)). *Note: Scheduling a pick up may incur 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). *LibDib reserves the right to deduct LibShip fees from A/P if they are not paid on time.*
  - [Click here](#) for an article on how to view your depletion reports.

## 7: Get Paid

- LibDib’s payment terms for Makers is 60 days. The “clock” starts ticking the day the order ships out.
- LibDib pays Makers via Bill.com. If you are new to LibDib, reach out to [billing@libdib.com](mailto:billing@libdib.com) to get set up.
- Maker must submit an invoice to LibDib. Please email all invoices to [invoices@libdib.com](mailto:invoices@libdib.com). If LibShip bills or any payables are outstanding to LibDib at the time payment is due, LibDib will deduct the amount owed from what is paid to the Maker.

## 8. Maker Checklist for LibDib Distribution

- Set up LibDib Account
- Pick a Plan
- Upload TTB License
- Upload Home State License
- Review Each State for Individual Requirements
- Set up FedEx Account and Alcohol Shipper’s Agreement for LibShip
- Complete LibShip Certification
- Price and Submit Offerings into Market
- Email Received When Offerings are Live

## 9. You’re Ready to Go Live

With your compliance documents in place, pricing set, shipping processes established, and fulfillment steps understood, you’re now fully prepared to begin selling with LibDib across your chosen markets. Remember, our goal is to make distribution accessible, transparent, and manageable for Makers of all sizes. If questions come up at any point, our team is here to help—from compliance and onboarding to sales support and shipping guidance. Welcome to LibDib, and thank you for trusting us as your distribution partner. Let’s get your products into the hands of Buyers who will love them.

## 10. How Much Does LibDib Cost?

Makers can sign up free at [LibDib.com](http://LibDib.com). Just add brand(s), submit offerings for approval and start selling.

Once an item sells on LibDib, there are a number of different fees that the Maker is responsible for. These fees differ by market and the LibDib model that is being used ([LibDib](#) or [LibDib@RNDC](#)). Some of these fees are included in the Selling Price to the Buyer. Others are billed back to the Maker. Please review the summary below:

LibDib:

These 3 costs are built into the Wholesale price via a formula on LibDib.

1. Excise taxes (*varies by market*)
2. If applicable in "at-rest" markets, there is a Dock and Delivery fee of \$12. Fees are negotiable if deliveries are made if multiple cases to the same Buyer. In non "at-rest" markets, if the order is pulled from inventory for consolidation or delivered by LibDib from a warehouse, there is a \$10 per case fee.
3. 14-20% markup on the Net Sales Cost (please [click here](#) for more information and to sign up for LibDib Extras).

Gold: 14% markup

Silver: 15% markup

Plus: 16% markup

Basic: 20% markup

To calculate exact costs by market, follow the steps outlined [here](#) to view the pricing. The "Maker Price" is what LibDib will pay the Maker. The "Selling Price Per Case" is what the Buyer will see on the platform.

There is one additional cost, which is the first leg of shipping ([LibShip](#) and any applicable fuel [surcharges](#) which can vary). In some markets, LibShip is the only leg of shipping, depending on "at-rest" requirements. If that is the case, then no Dock and Delivery fee will be added to the Selling Price.

*The costs of LibShip or LibShip Freights will be billed back to the Maker.*

[Click here to Download a Pricing Calculator.](#)



# 11: LibDib Extras: Programs to Support Your Growth

LibDib offers a suite of optional programs designed to help Makers accelerate onboarding, improve visibility, and streamline operations. Whether you're looking for fast-tracked support, deeper insights into your sales activity, or premium distribution services, our Extras Programs provide flexible options tailored to your business needs.

## **Gold, Silver & Plus Subscription Plans**

These subscription tiers give Makers enhanced support, prioritized approvals, and additional tools to grow their presence in the marketplace.

*Gold – \$500/month (includes all markets) and 14% mark-up*

Gold offers our highest level of support, including a dedicated Portfolio Manager, prioritized compliance and pricing reviews, inventory and chain options as well as access to premium features like enhanced visibility and reduced shipping fees.

*Silver – \$250/month*

Silver provides elevated onboarding support, faster response times, prioritized help with approvals, and guided assistance from our Maker Success team.

*Plus – \$50/month*

Plus is ideal for Makers looking for an affordable upgrade with access to helpful tools, resources, and baseline support to improve their readiness and speed to market.

*Priority Onboarding: \$500/one time fee*

Priority Onboarding is a focused, hands-on launch program designed to get you market-ready—fast. You'll work directly with our team through structured check-ins to ensure your account, compliance, pricing, and offerings are set up correctly from day one. Ideal for Makers with complex setups or tight timelines, Priority Onboarding helps eliminate delays, avoid common pitfalls, and accelerate your path to first orders.

[Click here](#) to view the LibDib Extras FAQ

## **Ready to upgrade your account?**

Follow these quick steps:

1. Log in to your LibDib account.
2. Click "MY PROFILE" in the upper right corner.
3. On the left, select "ACCOUNT STATUS."

- Choose the plan that's right for your business—monthly and annual payment options are available.
- You'll be directed to a secure checkout via Stripe. Enter your details to confirm.

The screenshot displays a pricing interface for LibDib+ services. It features three primary plan cards, each with a 'MONTHLY' and 'YEARLY' selection button. The 'Free' plan costs \$50 per month, 'LibDib+' costs \$250 per month, and 'Silver' costs \$500 per month. All plans include a 1-month free trial if paid up front. Below the main plans is an 'Add-Ons' section with two options: 'Onboarding Upgrade' for \$500 (one-time fee) and 'LibSights' for \$750 per month for Silver or \$500 per month for Gold. Each add-on card includes a list of benefits and a 'PURCHASE' button.

If you select **Gold, Silver or Priority Onboarding**, a Portfolio Manager will reach out within one business day to kick off your program.

## 12. Contact Information and FAQ's

If you have any questions, please reach out to us via email at [makers@libdib.com](mailto:makers@libdib.com). For more information about our On Demand program with other distributor partners, please [click here](#). To review a map with all our available markets (**LibDib + On Demand**) please [click here](#). Any other questions? Try our Help Center [here](#).