



LibDib Live! Welcome!

- The Dream Team!
- What Does LibDib Do?
- Where Does LibDib Distribute?
- Who Can Work with LibDib?
- What Do I need to work with LibDib? (Compliance)
- How Does LibDib Work? 2 Models
- Shipping
- How Much Does LibDib Cost?
- Success=Gold, WHY?
- Questions!

Meet the Platform Experience Team

Jennifer Bettencourt
Portfolio Manager

Mary Connolly
Portfolio Manager

Rachel Minor (On Maternity Leave)

David Threfall
Logistics

Angelique Burd
Portfolio Manager

Andrew Bowman
Business/Key Account Development

Dean Parker
Director On Demand

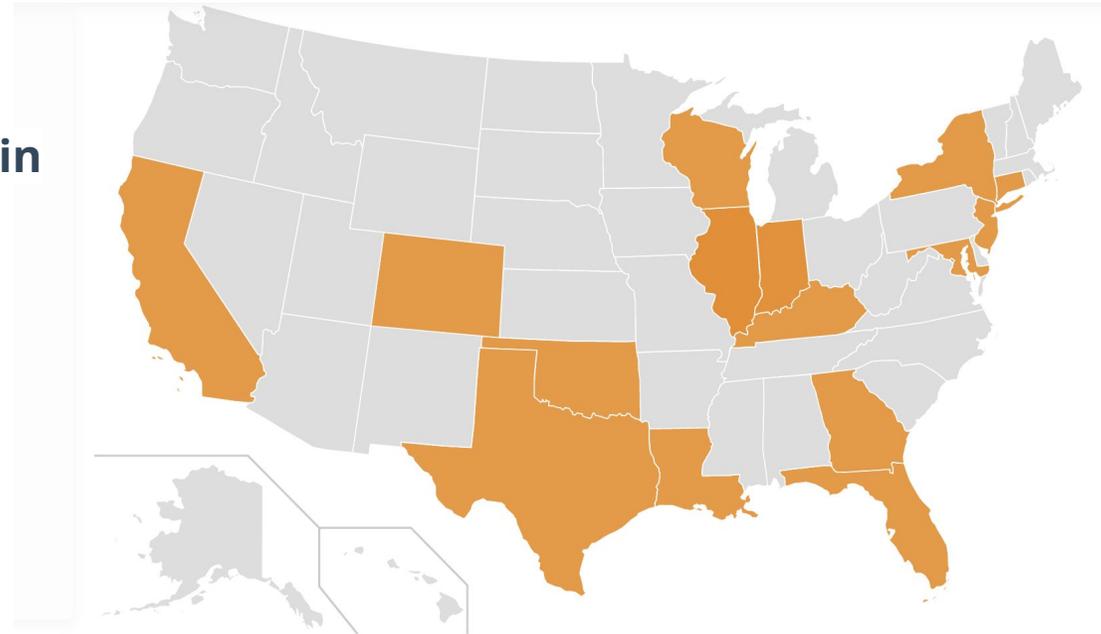
Tabetha Arnold
Manager On Demand

What Does LibDib Do?

- LibDib provides an efficient, compliant route to market for all Brands.
- Any Maker, any market, all quantities.
- No trucks, sales reps or warehouses full of inventory.
- 'Just-In-Time' inventory model where common carrier and distributor partners get products to where they need to go, compliantly.

Where can LibDib Distribute My Brand?

- LibDib is a **licensed wholesale alcohol distributor** in **10 states**. (CA, CO, IL, WI, FL, NY, NJ, MD, CT, DC)
- LibDib is also technology behind a **selling division within RNDC: RNDC On Demand (TX, IN, OK, GA, KY, LA)**
 - NEW: FL, SC, DC, MD, VA (wine only) and CO
- LibDib is a **Broker** in PA.
- LibDib provides a national market for non-alcoholic beverages.



Who can work with LibDib?

- All Makers are welcome: Wineries, Distilleries, Importers
- Makers must be legal and compliant
- Foreign Brands via Importers
- Rectifiers, other producers making your product:



RULE OF THUMB: We pay the licensee...who is that entity and then what is your deal with them?

What do I need to Work with LibDib?

1. TTB Basic Permit

2. Home State License

**3. Permit/Licenses
required by EACH state
you are doing business in**

**4. FedEx Alcohol
Shippers Agreement**



2

How Does LibDib Work?

2 Models

Who is Your Distributor?

1. LibDib?
2. RNDC?

How Does LibDib Work?



Sign up at
LibDib.com



Add brand story &
product information



Apply for
state-specific
compliance (if
needed)



Determine shipping
cost & enter pricing
for approval



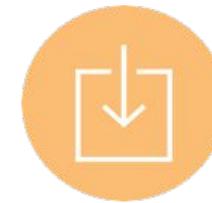
Buyer places order
through LibDib, EDI,
email or Maker provides
Digital Request



LibDib directs Maker where
to ship and provides
mandatory shipping labels



Account receives
order



LibDib handles invoicing
& pays Maker in 60 days

How does RNDC On Demand Work?



Sign up at LibDib.com and RNDC (via New Supplier Onboarding form)



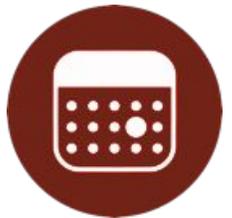
Have a call with the Portfolio/Finance Manager to confirm pricing



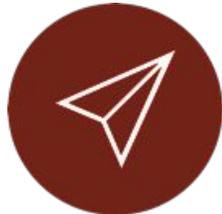
RNDC updates pricing & Warehouse system



Build Buyer relationships, and place demand requests on LibDib



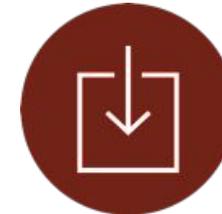
Buyer places order via eRNDC or Maker submits Demand Request through LibDib



LibDib directs Maker to ship to appropriate RNDC warehouse (and provides mandatory shipping labels)



Product is received, checked in, and slotted for delivery. RNDC trucks deliver



RNDC handles invoicing & pays Maker. Terms vary by state.

Shipping

- LibShip for the WIN!
 - Compliance
 - Tracking
 - Bill Back for First Leg
- Need to have:
 - FedEx Alcohol Shipping Agreement
 - [LibShip Certificate](#)
- SHIP SAFE!!! #1 challenge with shipping is breakage when things are not shipped safely.



LibShip Pricing per Tier

	 libdib gold	 libdib silver	 libdib+	 libdib
<u>Individual Shipments</u>				
travelling up to 600 mi. (up to 45lbs)*	\$15	\$16	\$18	\$19
travelling 601+ mi. (up to 45lbs)*	\$20	\$21	\$23	\$24
Adding Declared Value to Shipment	Included	Included	\$5	\$5
Easy Pick-up Scheduling	Included	Included	Included	Included
<u>Freight</u>				
Processing fee	waived	waived	\$25	\$25
<u>Extra Benefits</u>				
FedEx Certified Shippers	15% off	15% off	10% off	10% off

*Shipments must be 45lbs or under. Any shipment exceeding 45lbs will incur an additional \$30 fee.

How much does LibDib cost?

1. **LibShip: Billed Back, varies (does not include RNDC On Demand)**
2. **Taxes**
3. **LibDib Mark-up (does not include RNDC On Demand)**
 - Gold 14%
 - Silver 15%
 - LibDib+ 16%
 - Free 20%
4. **Dock and Delivery fees**
 - All Dock and Delivery fees across the country are \$12
 - If an offering hits a warehouse in a non-at-rest state (NY and FL) for chain consolidation or inventory purposes, a Dock and Delivery fee of \$10 will be added on to the price of the item

UPGRADE TODAY

libdib gold

libdib silver



Success= Gold? Why?

1. Reduce costs:
 - a. 14% vs 20% mark-up
 - b. LibShip Discounts
2. Save time: Portfolio Management
3. Chain/Inventory Support
4. Potential Key Account Connections
5. Discounts on other services
 - a. Feet on the Street
 - b. Diverse Powered Brands
 - c. Shipping Materials

Question 1: How do I increase my orders on LibDib?

All distributors would answer that question with the following:

Build your own market presence. Develop relationships with accounts. Sell your brand.

LibDib provides the following tools:

- Compliant, Three-tier Market Access to 75% of the US accounts (free)
- E-Commerce brand page with personalized link to send to accounts to purchase (free)
- Platform invites (free)
- Digital Requests (free)
- Key account and Chain Submissions (Gold)
- Digital marketing (+, Silver and Gold)

Question 2: How can I be Successful on LibDib

- Use our Tools (Go Live Guides, Help Center, Digital Requests). Read them (we can tell!)
- Don't Post and Pray: Have a Plan
 - What is your E-Premise (track and use results for further distribution!)
 - Feet on the Street
 - Chains: Total Wine etc.
- **Remember: We are on the same team!**

Question 3: What are the marketing and distribution benefits of working with LibDib as a new brand owner/micro distillery?

Distribution Benefits for New Makers

- Access
- Education
- Customer Intros (Gold)
- Highly Engaged Portfolio Management (Silver/Gold)

Marketing Benefits for Makers

- Custom Brand page and E-commerce access for Buyers (Free)
- Digital Sales efforts (banners, email blasts, digital blitz, category tile inclusion) (+, Silver, Gold)

Other Benefits

- Discounts on materials and partnerships (+, Silver Gold)
- Introductions to other industry players (+, Silver, Gold)

Question 4: How can a foreign brand work with LibDib?

- LibDib can only work with licensed Importers. All products must be imported into the US and located stateside.
- LibDib already works with many Importers.
- If you need an introduction to an Importer, let us know. We have a preferred relationship with several, including Helmsman Imports (who will be a part of our March webinar).

Question 5: Explain Shipping to Me.

- LibShip is always required in 99.9% of instances. Gold members have some special exceptions for first leg delivery only. This is by request and must be approved.
- If you are having challenges with the Alcohol Shipping Permit, we can help. libship@libdib.com
- Gold members may receive inventory PO's from LibDib. This assists with chains, key account placements as well as speed of delivery if needed. This is a feature for Gold only as there are additional costs for LibDib to purchase, own and store inventory.
- FedEx packaging and accounts: We have received very few complaints because of the other benefits (no minimums specifically). However, the inventory option mentioned above can alleviate that.

Thank You!

**How to reach us:
Makers@LibDib.com**

Question 1: How Do I get started on LibDib

Brand New Makers: Highly Recommend Gold for at least 6 months. *You will save time and money!*

Experienced Makers: Have a Plan, Follow the Plan

- Do you have an e-commerce fulfillment partner?
- Is there an in-market strategy? Feet on the Street database.
- Do you have existing customers to reach out to?
- Do you fit the criteria for chains?
- What markets/buyer segments should I target?

Question 2:

How can I be Successful on LibDib

- Use our Tools (Go Live Guides, Help Center, Digital Requests)
- Don't Post and Pray: Have a Plan
 - What is your E-Premise (track and use results for further distribution!)
 - Feet on the Street
 - Digital Sales
 - Chains: Total Wine etc.
- **Remember: We are on the same team!**

Question 3:

Is LibDib a good choice for my winery/distillery?

- Are you brand new to the industry? YES
- Are you willing to do the work (read, visit accounts, SELL): YES
- Have you been working with traditional distribution and are still doing all the work yourself? YES
- Do you have accounts that are interested but other distribution companies won't call you back? YES
- Are you technology knowledgeable? YES
- Are you able to ship in a timely, safe matter: YES