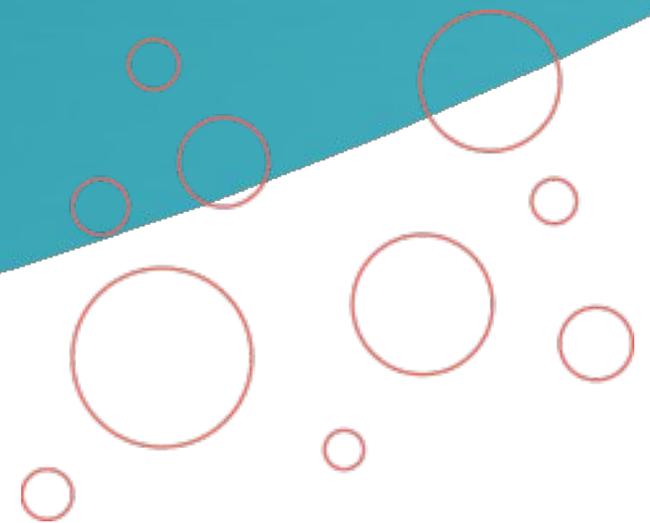




LibDib LIVE!

October 26, 2023

**Special Guest Robert Slicker,
Slicker Beverage Insights**





Agenda

- Intro to the Team!
- Special Guest Star: Robert Slicker

Bonus Material

- What Does LibDib Do?
- Who Can Work with LibDib?
- What Do I need to work with LibDib? (Compliance)
- Shipping?
- LibDib Gold

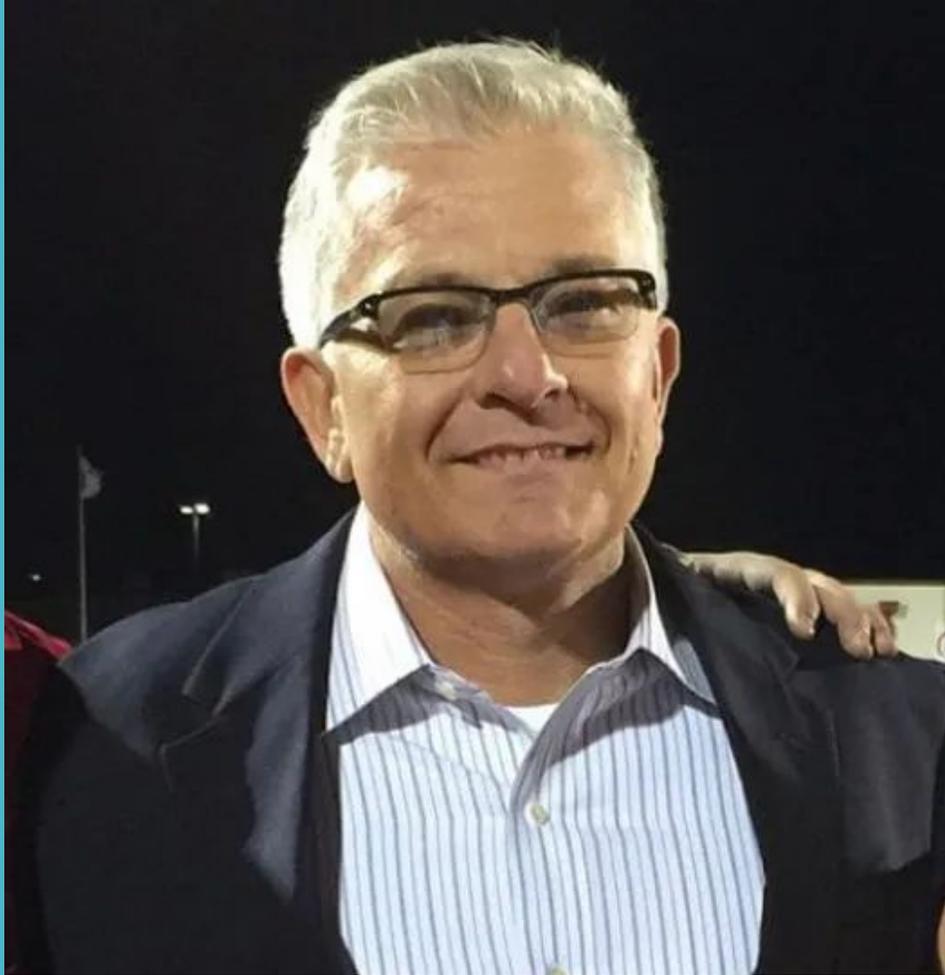
Meet the Team

Rachel Minor
Sr. Manager, Maker
Experience

Katie Klene
Manager, Maker
Experience

Jennifer Bettencourt
Specialist, Maker
Experience

Andrew Bowman,
Platform Experience
Lead



About Robert Slicker

Thirty years in Beverage Alcohol Industry, both supplier and distributor tiers, overseeing \$10M-\$250 M in revenue. Developed and implemented sales and marketing strategies for luxury, small craft and specialty wine and spirits in all trade channels, in all 50 states, with extensive On/Off trade and national account experience.

Directly managed wholesaler networks in US-SGWS, RNDC, JBL, Empire- top down. Managed sales teams, up to 50, on both supplier and distributor sides.

Company experience includes Pepsi Co, E&J Gallo, Diageo, Kobrand, DeKuyper International, and Stoli USA.

LibDib 101: What Does LibDib Do?

- LibDib is a **licensed wholesale distributor** in **9 states**.
 - (CA, NY, NJ, CT, IL, FL, MD, CO and WI).
- LibDib is also the technology behind a **selling division within RNDC**.
 - (GA, IN, LA, OK, TX and more states coming soon).
- The goal of the LibDib platform across both models is to provide **any Maker** with three-tier access to a market, whether it's one case at a time or a pallet drop.
- LibDib's business model is **different from other distributors**; we do not have trucks, sales reps or warehouses full of inventory. We utilize a 'Just-In-Time' inventory model where common carrier and distributor partners get products to where they need to go, compliantly. **Costs vary by market** based on the model and fulfillment charges.

LibDib 101: Who can work with LibDib?

- All Makers are welcome!
 - Wineries, Distilleries, Importers
- Makers must be legal!
- Foreign Brands: We work with your importer as they hold the license.
- 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**

Shipping

- LibShip for the WIN!
 - Compliance
 - Tracking
 - Bill Back for First Leg
- How much does it cost?
 - 6 Pack: \$15-\$20
 - 12 Pack: \$20-\$30
- Need to have:
 - FedEx Alcohol Shipping Agreement
 - [LibShip Certificate](#)
- SHIP SAFE!!! #1 challenge with shipping is breakage when things are not shipped safely.



LibDib Extras

Top 4 Reasons Why Makers to Go Gold:

1. Brand New to the Industry
2. Chain Support
3. Portfolio Management
4. Someone assisting with selling and relationships

Log into your [LibDib](#) account go to Account Status under the Profile Section to sign up now



How to be Successful on LibDib

- GO GOLD
- 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.
- Follow the plan and invest in your distribution

Thank you

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