

DISTRIBUTION IS A HASSLE FOR EVERYONE BUT THE BIG GUYS

The number of wine and spirits distributors has consolidated from 7,000 in 1995 to fewer than 700 today.¹



Alcohol distribution hasn't changed since the inception of the 3-tier system at the repeal of Prohibition in 1933



Small and mid-size alcohol producers (Makers) face a system of regulations that prohibit them from distributing their products without a distributor



Distributors have consolidated while the number of Makers has increased (i.e. bad for the little guys)



Restaurant, bars and retailers (RB&Rs) can't access small and mid-size Makers, only the larger guys that the distributors are pushing at them.

Meanwhile, the numbers of alcohol Makers in the U.S. is growing



9,069

WINERIES in the U.S.²
Over **6,900**
of US wineries each produce 5,000 cases or less³



5,005

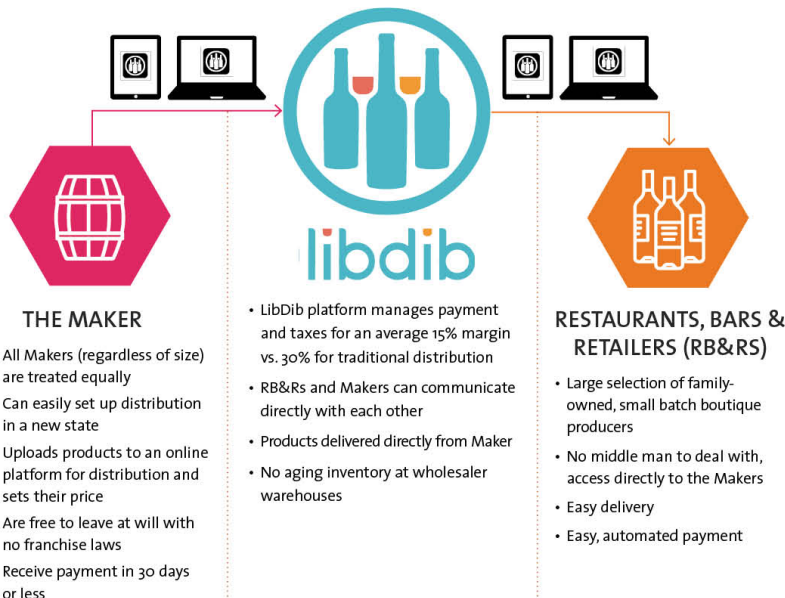
BREWERIES in the U.S.
and **99%**
are small operation⁴



1,315

CRAFT DISTILLERIES as of August 2016
with **27.4%**
growth in volume⁵

It's time for another way to distribute alcohol



¹ Destination Analysts Inc., 2016

² Wine Vines Analytics, December 2016

³ Wine Vines Analytics, December 2016

⁴ Brewers Association, 2016

⁵ Craft Spirits Data Project, 2016