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LIB DIB CONSIDERING PARTNERSHIPS FOR EXPANSION

Earlier this year Liberation Distribution (LibDib), a web-based alcohol distribution platform, made its debut in New York and California picking up around 150 suppliers in the first five months of existence [see [WSD 03-22-2017](#)]. At our inaugural Distributor Productivity Summit earlier this month, founder and ceo Cheryl Durzy shared how LibDib fits into the current distributor map and the different models it might employ to expand.

Although the company has a traditional distributor license (without the warehouses and trucks) Cheryl imagines LibDib as more of an incubator for small brands, giving them a chance at distribution before they've built up enough business for a larger distributor to take on.

LibDib is a stand alone operation in California and New York where self-distribution is legal, but Cheryl said they are considering partnerships with other distributors as the concept continues to grow. Partnerships could potentially allow LibDib the use of an existing warehouse space--which they need to meet the requirements of at-rest laws in some states--while providing larger distributors a pipeline for up-and-coming brands.

Right now, LibDib suppliers go through third-party logistics companies to fill orders, but Cheryl said it would be "faster and easier with distributor partners." LibDib does not require a contract or exclusivity, so a supplier could use both LibDib and their traditional distributor network simultaneously if the traditional distributor permitted.

She theorizes that it could be "a way for a supplier to be able to sell all of their products when other distributors only want a few [SKUs] from their portfolio."

LibDib has already applied for a distributor's license in Wisconsin, and is working to break into Florida, DC and New Jersey in the next six months, which she says will "depend a lot on the partnerships."