

## Liberation Distribution Updates Three-Tier System

Press Release | Nov. 30, 2017 at 1:00 AM



**SAN JOSE, Calif.** — Liberation Distribution (LibDib), the first technology company to offer a three-tier compliant web-based platform to sell wholesale alcohol, announced today that the company has unveiled new tools and features allowing Makers to make direct connections with buyers from within the LibDib platform. From geo-targeting sales, to sophisticated pricing, precise search tools, and text messaging notifications, the LibDib team has added a variety of new features to the platform.

The company additionally announced that they are the proud recipients of Wine Industry Network's WINnovation Award for excellence in wine industry innovation. LibDib will be presented the award this evening at a reception honoring the winners.

"LibDib represents the vanguard of product and service innovation that is essential for the advancement and prosperity of the wine industry," said Kim Badenfort, Editor at Wine Industry Advisor. "We are thrilled to present them with a WINnovation Award."

"The key to making the three-tier system work for every business—big or small—is to utilize technology to increase access and reduce friction." said Founder and CEO, Cheryl Durzy. "The LibDib development team are truly industry-leading with their ability to create and expand on a user experience where both sides of the distribution equation win."

"I am proud of what we have accomplished as a company. Thank you to the Wine Industry Advisor for recognizing what we have done and the amazing things to come," added Durzy.

The LibDib engineering team is led by Richard Brashears, a Silicon Valley veteran with more than twenty years of experience in defining and developing complex software, mobile and web applications and machine learning tools. Brashears, LibDib's Co-Founder and Chief Technology Officer (CTO), manages a team of six engineers who focus on the user experience from start to finish.

Some of the latest tools and features LibDib has engineered into the platform include:

- Increased flexibility and control over all aspects of the LibDib marketplace and experience.
- Precise search tools for Buyers providing a simple discovery process for small production wines, beers and spirits by type, variety, ratings, price, region, vintage, and brand.
- Makers have access to set territories by zip code and county, making it easy to target specific locations for distribution.
- Sophisticated customer and pricing tools, plus the ability for Makers to easily enter quantity discounts (where regulations allow).
- Personalized notifications, allow Buyers to include other team members, manage orders and shipments, make product suggestions to other buyers and schedule recurring and future orders.

All features are easily accessed through LibDib's easy-to-use interface. Makers and licensed Resellers create an account and sign up on LibDib.com. LibDib provides the buyer with curated discovery and a seamless e-commerce experience as well as invoicing, payment processing, collections, and taxes, allowing both Makers and Retailers to do business in a more open, efficient and cost-effective way.

### **About LibDib**

*Liberation Distribution, Inc. (LibDib) is a distributor of alcoholic beverages enabled through a proprietary desktop and mobile friendly web platform. LibDib changes alcohol distribution by leveling the playing field for everyone. Using LibDib, Restaurants, Bars & Retailers legally and efficiently purchase boutique wines, craft spirits and microbrews from Makers of all sizes. The company was founded in 2016, launched in March 2017, and is based in San Jose, California. LibDib can be found online at LibDib.com as well as on Twitter, Facebook, Instagram, YouTube, and LinkedIn.*