



# Web-based beer distribution platform adds tools for geo-targeting, pricing, notifications

by [Chris Crowell](#) November 29, 2017

The third-tier of the industry is awesome when it works as intended — as an independent mechanism for connecting beer producers with beer sellers. This system already allows small businesses way more access to retail shelves than most any other consumer good, which is why so many craft beers are available on shelves across the country. But there's always room for improvement, and [Liberation Distribution](#) (LibDib), a web-based platform, wants to give craft brewers even more freedom.

The company just unveiled some new tools and features allowing producers to make direct connections with buyers from within the LibDib platform.

## What is LibDib again?

The screenshot shows the LibDib interface for setting up a wine offering. At the top, it says 'CA California Market Information' and provides instructions: 'Submit your licenses here. Then set up pricing, quantity and shipping origins for the offerings in each market below. Once everything is approved, offerings become live to buyers and YOU have distribution!'. Below this, there are tabs for 'Offerings' and 'Licenses'. The main content area is for a 'Chardonnay' wine. It includes fields for 'Wine Selling' (with ID, UPC, and SCC numbers), a quantity of '275' for '750ml, Bottle', and a price of '\$275'. There's a 'Quantity Available' field set to '200' and a 'Shipping Origin' dropdown set to 'Jeff's Winery'. A 'LibDib Selling Price to NBAs' field is set to '\$319.77'. On the right, there's a product image of a Chardonnay bottle with a price of '\$319.77' for a 'Case of 12' and '\$26.65' for a 'Bottle'. Below this, there's a 'Tiered Discounts' section with three rows: 50 Cases (Maker Price 240.00, Selling Price \$279.00), 100 Cases (Maker Price 230.00, Selling Price \$267.00), and 150 Cases (Maker Price 225.00, Selling Price \$261.00). At the bottom, there are buttons for 'ADD DISCOUNT TIER', 'SUBMIT FOR APPROVAL', and a 'Cancel' button.

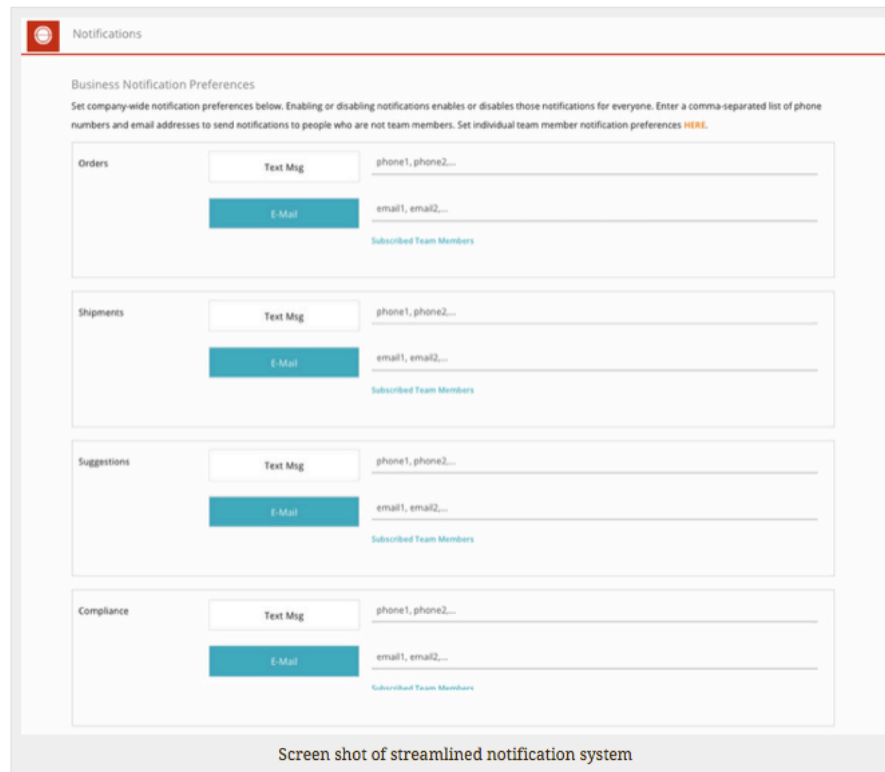
Screen shot of the new ordering interface.

We went in-depth on the pluses and minuses of LibDib when it first launched ([you can read that here](#)), but here's the gist:

The LibDib web-based platform automatically handles the invoicing, payment processing, collections and taxes, allowing both makers and retailers to do business in a more open, efficient and cost-effective way.

“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.

## What's new?



Along with taking home the Wine Industry Network's WINnovation Award for excellence in wine industry innovation, the LibDib team has added a variety of new features to the platform, from geo-targeting sales, to sophisticated pricing, precise search tools and text messaging notifications. Here's the full list:

- 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.
- Producers 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 brewers 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 interface after creating an account. LibDib provides the buyer with curated discovery and a seamless e-commerce experience as well as invoicing, payment processing, collections and taxes.

The LibDib engineering team is led by Richard Brashears, a Silicon Valley veteran with more than 20 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.