

Food & Lifestyle

Capitol-Husting deal opens door for more out-of-state wine and spirits in Wisconsin



The LibDib online platform will allow licensed out-of-state wine and spirits makers to sell their products wholesale in Wisconsin.
ISTOCK (IMAGE SOURCE)



By Patrick Leary – Reporter, Milwaukee Business Journal
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Online alcohol distribution is coming to Wisconsin.

Liberation Distribution, better known as LibDib, is a California-based alcohol wholesaler that coordinates online booze distribution through a web and mobile platform. LibDib's service has been available to California and New York restaurants, bars and retailers for over a year, and Wisconsin will become the third state where it's licensed to do business. To manage its Wisconsin operations, LibDib has partnered with northwest Milwaukee distributor Capitol-Husting Co. Inc.

The partnership will allow any licensed producer of wine and spirits to sell their products into Wisconsin and any licensed business in the state to purchase them. This process keeps manufacturers and retailers in compliance with the state's three-tier system for alcohol distribution. A news release doesn't specifically mention craft beer, and Capitol-Husting's web directory doesn't include any beer distribution.

LibDib's online marketplace will go live for resellers in Wisconsin after Jan. 1.

"Our partnership provides extensive new distribution options for small, craft producers at a time when consumer demand for these products continues to rise," said [Greg Alevizos](#), owner and president of Capitol-Husting.

LibDib founder and CEO [Cheryl Durzy](#) called Capitol-Husting "extremely forward-thinking" and said LibDib will use the distributors' long-standing relationships to bring "hundreds of products from around the world" to Wisconsin.

All alcohol producers, or makers, on the LibDib platform will send product to Capitol-Husting's warehouse and Capitol-Husting will directly handle delivery to the accounts, according to LibDib.