



The Problem: The Current Distribution Model

Alcohol distribution is one of the most highly regulated industries in this country and the current model has not changed since the inception of the three-tier system at the repeal of Prohibition in 1933. The system favors distributors and large producers while limiting the ability for small and mid-sized wine and spirits producers or “Makers” to sell their products.

Distribution is a hassle and a barrier to market for everyone but the big guys. Distributors have been consolidating at an alarming rate and are incentivized to promote the large producers. In this climate, the small and mid-sized Makers are at a great disadvantage.

Meanwhile, craft beverage popularity is at an all-time high. The number of wineries and craft distilleries is rapidly expanding. Consumers are drinking small-batch, craft wine, beer and spirits more than ever before. Restaurants, bars and retailers (RB&Rs) want access to these products but are encouraged by traditional distributors to buy the big brands.

Where does this leave the Makers and the RB&Rs? Frustrated.

Efforts to change distribution laws have been ineffective, however the market is ripe for innovation. Just as the hotel and transportation industries were evolved by technology, the alcohol distribution market now has a technology platform that is shaking things up with a new option for small to mid-sized Makers.

The Solution: LibDib. Distribution Done Differently.

The time is now for a distributor who...

- Offers a technology platform that connects Makers and RB&Rs, allowing them to do business in an open, efficient and cost effective way.
- Makes it simple for Makers to easily and legally set up distribution in a new state.
- Doesn't enforce Franchise Laws.
- Allows Makers to leave at will.
- Processes payments in 30 days or less and provides on-demand sales reports.
- Charges a lower margin at an average of 15%.
- Gives RB&Rs a large and varied selection of boutique products to choose from.
- Enables direct communication between Makers and RB&Rs.
- Creates a level playing field for everyone with no incentives or price breaks.
- Eliminates the middle man and any potential for a sales representative to strong-arm the sales process.
- **Liberates distribution once and for all.**

Online

LibDib.com

Twitter: [@Lib_Dib](https://twitter.com/Lib_Dib)

Facebook: facebook.com/LiberationDistribution

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