Distribution Done Differently

Distributor and producer consolidation, along with the rapidly expanding number of "Makers" including wine and craft spirit producers, created an environment where distribution options were limited for small and mid-sized Makers. LibDib is a distributor with a technology platform that provides an option for the growing number of Makers who are underserved by the realities of the three-tier system. LibDib is the destination for restaurants, bars and retailers (Resellers) to gain access to small production, craft beverages that can't be found anywhere else. With LibDib, both sides of the wholesale transaction win. The "little guys" now have a chance. It's time to distribute differently.

LibDib, Web-Based Distribution

LibDib allows restaurants, bars and retail shops (Resellers) to purchase a wider variety of products at a lower cost, saving time and money for both Makers and Resellers. Makers use an online platform to get their products to market easily and in legal compliance. Resellers get access to the boutique, craft beverages their customers desire. With LibDib, both sides of the distribution transaction win. LibDib is a fully licensed, three-tier distributor of alcoholic beverages. The company currently offers distribution in California, Colorado, New York, and Wisconsin, and is expanding to new markets soon.

LibDib, The "Airbnb" of Alcohol Distribution

On demand alcohol distribution is here. With the LibDib platform any Maker of specialty wine, craft spirits and microbrews, can easily create an account and input their products of choice into LibDib. After uploading a license and basic information, the Maker defines product selection, calculates the listed wholesale price, and defines where to distribute—down to the account level.

Using LibDib, restaurants, bars and retail shops purchase products directly from the Makers, either online or in-person. Orders are submitted via LibDib's web-based platform, streamlining the order process for both parties. Resellers can access sales materials within the platform, communicate directly with Makers and set up automatic re-orders.

Benefits of LibDib and Three-Tier Distribution for All

Maker

- Setting up distribution in a new state is as easy as entering information online and uploading a license.
- Increased efficiencies in the delivery process via distributor partners, 3PL or common carrier (varies by market).
- Transparency in LibDib's margin (an average of 15%).
- No bill backs, no aging inventory or buying back product.
- Makers are free to leave at-will as LibDib will not enforce Franchise Laws.
- Makers receive payment in 30 days or less, with easy to read, useful sales reports available at all times.
- All Makers (regardless of size) are treated equally. No favorable placements, advertising or incentives.
- Sales materials are uploaded once for all markets.

The Distributor for Craft Beverages
Resellers
- Access to hard-to-find craft spirits and small production wines.
- No minimums.
- Exploring, purchasing and paying for products is convenient, easy and three-tier compliant.
- No middleman—Resellers can communicate directly with the Makers (and vice versa), whenever, via the platform.
- Compliant delivery in each market.
- Easy re-ordering with order reminders and digital tools to restock shelves with a single click.

The Company
Founded: June 2016
Product: The LibDib platform launched in March 2017. Sales on the platform are currently available in California, Colorado, New York and Wisconsin. The company has plans to expand to additional states in the coming months.
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