

GO LIVE WITH



Louisiana

Step-by-step instructions to sell Spirits in the Pelican State

PLEASE NOTE: The following information is constructed to serve as a guideline for entry into the state. It is not purported to be legal advice. For specific compliance and legal inquiries, please seek independent legal counsel.

The Path To Louisiana

Estimated time to market

- Up to 75 days.

1. Compliance

To sell in Louisiana, RNDC requires the following documentation:

- All Makers:
 - Copy of TTB License of the distillery or winery.
 - Brand Registration numbers for each brand [Register here](#)
 - A signed Letter of Intent naming RNDC as your distributor in Louisiana.
 - Template can be found [here](#).
 - The process should result in a “certificate of registration,” which is dependent on your TTB COLA approval.
 - FedEx Alcohol Shipper’s Permit. More information can be found [here](#).
 - [LibShip certification](#).
- Using ASE, MHW, or Park Street?
 - When filling out the onboarding please select one of the above companies and RNDC with work directly with them to obtain your Brand Registration Numbers and State Compliance Documents
- In State Makers:
 - Copy of Louisiana State Distiller’s and Rectifier’s Permit.
- Out of State Makers:
 - Copy of home state alcohol license.
 - Copy of Liquor Manufacturer/Supplier Permit. [Register here](#)
 - RNDC’s LA address: 809 Jefferson Hwy, New Orleans, LA 70121
- RNDC Louisiana Licenses and Information:
 - Lafayette W.72.00001023-L
 - New Orleans W.72.00001022-L
 - All RNDC physical addresses can be found at www.rndc-usa.com

*This guide is meant to provide information to Makers about the documents needed for distribution. Both LibDib and RNDC recommend Makers work with alcohol compliance experts to ensure adherence to all laws and regulations.

2. Communications and Accuracy

- All Makers new to RNDC On Demand must email makers@libdib.com in order for the markets to be visible within your LibDib account. Send an email titled “New Maker: RNDC On Demand” and request access within the body of the email.

- Makers in Louisiana are part of the RNDC On Demand program. RNDC is the official distributor of record. For FAQ's about RNDC On Demand, [click here](#).
- LibDib is the technology that supports the division.
- Dean Parker is the Portfolio Manager for all RNDC On Demand markets. The Maker Team at LibDib will be your assistance for onboarding questions about the platform.
- Streamlining communications makes the process go faster and smoother. On all emails, please include:
 - Dean Parker: dean.parker@rndc-usa.com
 - LibDib Maker Team (Makers): makers@libdib.com
- Being accurate with all information, the spelling of brands and products, sizes, alcohol levels etc. is very important. If there are mistakes that need to be corrected, it is like starting the process over. Please check that all RNDC On Demand submissions are correct and accurate.

3. Account Set Up

- RNDC On Demand Makers need to have both a LibDib account and an eRNDC account.
- New to LibDib? [Click here](#) to set up your account.
- Please send the following information to Dean and the LibDib Maker Team. The Subject of your email should be "New RNDC On Demand Supplier: Louisiana".
 - State Name (Indiana)
 - License Holder Name
 - Attach TTB Basic Permit, Home State License and any Indiana specific permits.
 - If applicable, Broker name
- See below for images of what Dean needs to submit to set up a new Supplier.

*Supplier Name

Provide the Supplier's legal name.

*First Name

*Last Name

*Email Address

Email Address (must be a valid company email)
 Can't be a generic domain (aol.com, gmail.com, hotmail.com, msn.com, yahoo.com, etc.)

- Once the web form from RNDC is received, Suppliers MUST check the “Using RNDC LibDib” box. Not checking this box will cause delays.

State Name: Louisiana

License Upload (Required for Submission):

License Verified Date:

Broker Name:

License Verified:

License Holder Name:

License Issue Date:

State Portfolio Manager:

Using RNDC LibDib:

License Number:

License Expiration Date:

State Finance Manager:

Using RNDC NRS License (Oklahoma Only):

Broker:

- You will be notified when the RNDC account setup is complete. Please reach out to Dean if there are any further questions.
- If you can not access your eRNDC account, please follow these steps: [Set up eRNDC account](#)
 - Still having trouble accessing your account? Please reach out to Dean Parker.
- How to access your eRNDC and LibDib accounts?
 - To access eRNDC please go to, erndc.com
 - To access LibDib please go to, libdib.com

4. Pricing

- Pricing in the RNDC on Demand model is different from LibDib's other markets. Makers will need to supply the FOB and Suggested Retail Price to Dean Parker who will lead a pricing discussion and determine pricing tiers.
- Pricing cannot be manually adjusted.
- *More details will be discussed during the pricing conversation with the RNDC Portfolio Manager (Dean Parker)*

5. Product Set Up

Follow these steps to build out your account after price has been agreed upon:

- Login to your eRNDC account and [add products](#).

Select the brand name on the left panel, then navigate to the Distribution States tab and select Louisiana.

The screenshot displays the eRNDC web application interface. The top navigation bar includes 'DASHBOARD', 'TEAM', 'SERVICES', 'PRODUCTS', 'MARKETS', 'PREVIEW', and 'RESOURCES'. The user is logged in as 'Hi, Gretchen' and the account is for 'Fumana International LLC'. The left sidebar shows a 'Supplier' dropdown set to 'Angry Giraffe' and a 'Product Filter' search bar. The main content area is titled 'Brand Information' and contains a description field. Below this, there are tabs for 'Brand Information', 'Brand Media', 'Collateral and Reviews', 'Distribution States', 'Your Uploads', and 'Elevate Access'. The 'Distribution States' tab is active, showing a grid of state boxes. The states are categorized as follows: Control States (Alabama, Arizona, California, Colorado, Florida, Georgia, Hawaii, Kentucky, Louisiana, Maryland, Mississippi, Nebraska, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, Texas, West Virginia), Spirits Controlled (Michigan, Oregon, Virginia), and one other Control State (Mississippi). A 'Save' button and a 'GO TO ADD WINE' button are located at the bottom of the grid.

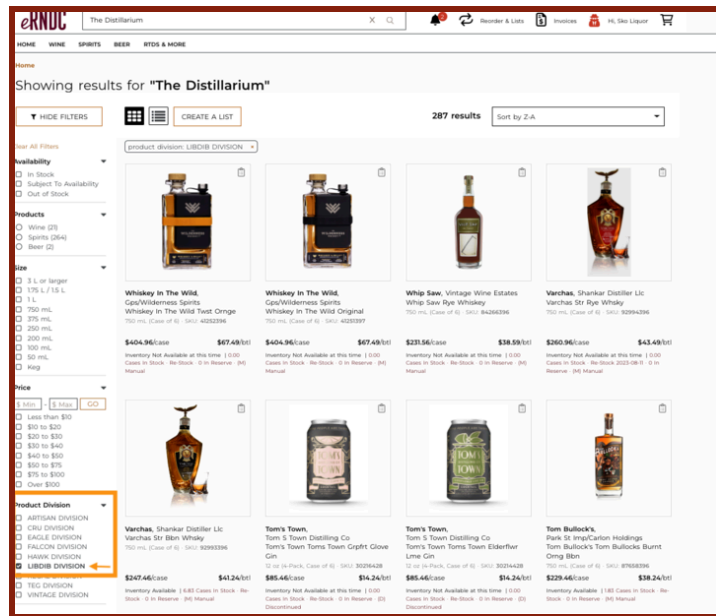
- Select the product from the left panel, select the product info box in the package information, select Georgia as the state and submit. Then, send an email to Dean and Maker Team to confirm set-up. Response turnaround time is 7-10 business days.

- **Go to your LibDib account and repeat the process in the Indiana market.**
- Makers will need to notify Dean Parker and the LibDib Maker Team when set up on both eRNDC and LibDib has been completed.
- Once RNDC has processed the request, LibDib will link the products and send a completion notification.

6. Time to Sell

- Use LibDib's digital tools to submit [Digital Requests](#) on your LibDib account.
- **Louisiana Off-Premise Stocking:** When the product arrives, an RNDC representative will place products on the shelf along with other RNDC items.
- **Louisiana Off-Premise Merchandising:** If merchandising is required at the account level, that service will be required by Maker.

- Have an e-commerce/e-premise strategy to get to consumers.
- If the buyer has not claimed their eRNDC account, they can do so [here](#).
- Your products will be visible and available for purchase on eRNDC. Buyers can search for them by name or by Product Division, “RNDC On Demand” See image below.



7. Shipping Corner

- Please write “RNDC On Demand - Take to Warehouse Receiving” on the outside of the case when shipping. [Click here to download printable labels.](#)
- If you receive a backorder/ return notification you must replace the [Digital Request](#).
- Makers must ship all orders using [LibShip](#) as the delivery service. Information about LibShip may be found [here](#).
- In Indiana, the cost of LibShip is paid for by RNDC. It will not be billed back to the Maker.

8. Receiving Orders

- Makers will receive an email with the Purchase Order and shipping labels or freight information. [Click here](#) for more information on freight.

9. Shipping Orders

- Makers are required to ship to the “Ship to Location” indicated on the shipping label within 24 hours.
- Makers are responsible for getting the shipment(s) to FedEx Drop off locations. Makers also have the option to include the package(s) with their regular FedEx pick ups or to schedule one if needed (more info [here](#)). **Locations can be found [here](#).
- LibShip labels and any applicable pickup fees are included within the RNDC on Demand operating margin.
- FedEx will deliver the order to one of RNDC’s Louisiana warehouse. The order will be checked in and delivered to the Buyer via an RNDC delivery truck.

10. Get Paid

- RNDC is the distributor of record, therefore payments will come from RNDC not LibDib.
- RNDC location needs to receive an email from the Maker with the Accounts Payable information so payment can be set up. Please send the below information to:
- Lafayette, LA SUPPLIER-LA-LAF@RNDC-USA.COM
- New Orleans, LA SUPPLIER-LA-NOL@RNDC-USA.COM
 - Maker name (exactly as it is in eRNDC)
 - Accounts receivable contact name
 - Billing address
 - Phone number

Note: RNDC on Demand Markets have different payment terms. Click [here](#) for more info.

Still have questions? Reach out to us at Makers@libdib.com