GO LIVE

WITH

Wibdib

New Jersey

Step-by-step instructions to sell in the Garden 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 New Jersey

Estimated time to market

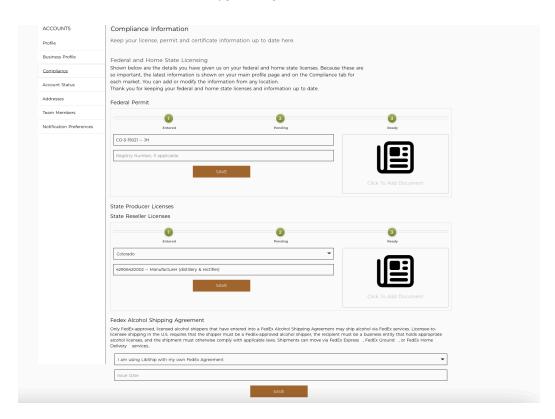
• 30-45 days (New Jersey is a Price Posting state)

Step 1: Sign up at LibDib.com

- Pick a Plan: Gold, Silver, Plus or Limited. Click here for side by side comparisons
- Brand new to distribution? Consider a one month Priority Onboarding Package. Email makers@libdib.com to sign up
- Upload your licenses and permits
- Add your brand and offerings, here's how: click here
- Set the price for offerings and submit, here's how: click here

Step 2: Compliance

PRO TIP: TTB and Home State Licensing can be entered in the Maker Profile, click on Compliance on the left hand side. (here/s how) You can also enter your FedEx Alcohol Shipping Agreement here. This will copy the information to each market.



To sell in New Jersey, LibDib requires the following documentation:

All Makers:

- Photocopy of TTB License of the distillery or winery
- FedEx Alcohol Shipper's Permit. More information can be found here
- LibShip Certification
- o Brand registration numbers for each brand.
 - A step-by-step guideline can be found <u>here</u>.
 - When registering with the state, be sure to add Brand name AND Label name as a description. (For example: Juice's Distillery/White Whiskey)
 - When registering each brand, you will need LibDib's New Jersey License Number (3405-23-108-001)
 - Your product(s) must have an approved brand number from New Jersey before we can price post your offerings
 - This information is needed before LibDib can price post your products
- All New Jersey offerings must be price posted and this process can take up to 45 days. Once you've priced offerings in the New Jersey market, the LibDib compliance team will follow up with any steps that need to be taken specific to your products.

• In State Makers:

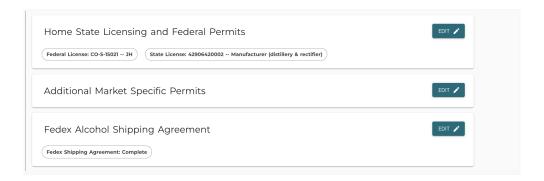
o Photocopy of New Jersey (home state) alcohol license

• Out of State Makers:

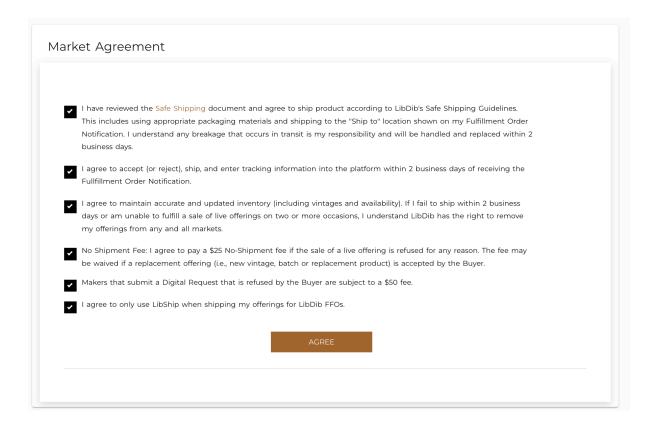
- Photocopy of your home state alcohol license
- Using ASE, MHW or Park Street?
 - When filling out the onboarding please work with ASE/MHW/Park Street to get their NJ information
- Using a Co-packer or contract distillery/winery?
 - LibDib needs the license of who gets paid. If the product is still owned by the co-packer at the time of purchase, that is the license that is needed.

• LibDib License Numbers

PRO TIP: On the platform, state specific information can be uploaded within the market under the Compliance Tab to "Additional Market Specific Permits." (here's how) If the TTB/State/FedEx licenses/permits are uploaded within your profile, these will be copied over to each market.



- Set up your <u>LibShip account</u>. *LibShip accounts must be activated* before products go live in the marketplace.
- All Makers must agree to the Market Agreement in the Compliance Tab on the platform.



Step 3: Pricing Offerings

• Follow the <u>LibDib Pricing Guide</u> to achieve Maker pricing success. Pricing products for distribution is one of the most important pieces of the puzzle. The beverage

- alcohol business is highly saturated and very competitive. Price too high, a Buyer will ignore. Price too low and a Maker's costs are not covered.
- LibDib team members will review all the information. Makers will receive an email
 once offerings are approved and are Live in a market. This can take several weeks
 depending whether or not the compliance information is complete. For priority
 service, <u>Gold and Silver</u> members can touch base with their Portfolio Manager to
 prioritize and approve.

PRO TIP: If you have a special event, tasting or specific deadline to get your offerings to a certain Buyer, please reach out immediately to makers@libdib.com. With Gold/Silver or Priority Onboarding, rush approvals are possible. Our team will evaluate each situation based on the timeline and make a recommendation. The more time given to the LibDib team to review, the more likely we can assist in tight deadline situations.

Step 4: Shipping Corner (this is important!)

- Set up your <u>LibShip account</u>. LibShip accounts must be activated before products go live in the marketplace.
- To utilize LibShip, Makers must have a FedEx Alcohol Shipper's Agreement. Click here for more information on how to obtain the permit. The process takes about two weeks. Once received, Makers must place their shipper's permit license number in the compliance section for each market.

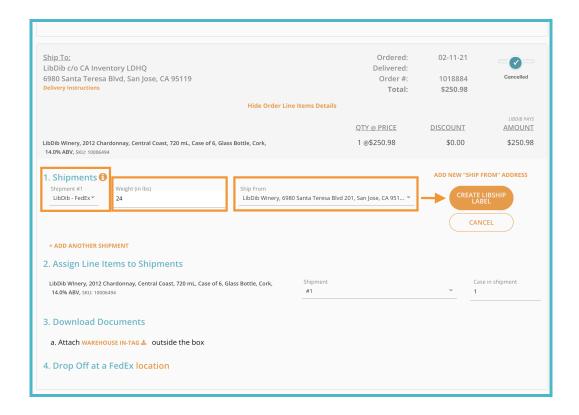
PRO TIP: Write "LibDIb Maker" on your application for speedier service. If the process takes more than two weeks, please reach out to libship@libdib.com for assistance.

- Makers must ship all orders to LibDib's licensed warehouse in New Jersey and use
 <u>LibShip</u> as the delivery service. This is a regulatory requirement. All orders shipped
 outside of LibShip will be returned and the Maker is responsible for all fees incurred
 and shipping costs.
- More information about LibShip may be found <u>here</u>.
- Makers must complete this LibShip Training Certification.

Step 5: Fulfill Orders and Get Paid

- Did you get an order? Here's what you do next.
- Makers will receive a Purchase Order, which LibDib calls a Fulfillment Order (FFO).
 Makers will be notified via an in-app alert and email. An SMS message notification can be sent as well.
- Log into your LibDib account to find specific order information including the Buyer, product(s) purchased, and delivery instructions.

- Makers are required to ship to the "Ship to Location" indicated on the ORDERS tab in your LibDib account and indicated on the FFO.
 - **PRO TIP**: It is the Maker's responsibility to ship to the specified location. If the product is not shipped correctly, it will be returned at Maker's expense and a reshipment is required. LibShip labels are pre-populated with the correct address.
- Once Makers receive the Fulfillment Order (FFO), they can log into their LibDib account and download <u>LibShip</u> Labels.



- Makers are responsible for getting the shipment(s) into the hands of FedEx, either via drop off or pick up.
 - Makers can drop off at a <u>FedEx location</u>.
 - Makers also have the option to include the package(s) with their regular
 FedEx pick ups or schedule one if needed (more info here). Note: Scheduling a pick up incurs may incur additional fee.
- Makers will be billed by LibDib monthly for purchased LibShip labels and any applicable pickup fees; this bill will be separate from payment for product(s). LibDib reserves the right to deduct LibShip fees from A/P if they are not paid on time.
- View your depletion reports <u>here</u>.
- LibDib's payment terms for Makers is 60 days. The "clock" starts ticking the day the order ships out.

- LibDib pays Makers via Bill.com. If you are new to LibDib, reach out to billing@libdib.com to get set up.
- Maker must submit an invoice to LibDib. Please email all invoices to invoices@libdib.com. If LibShip bills or any payables are outstanding to LibDib at the time payment is due, LibDib will deduct the amount owed from what is paid to the Maker.

Maker Checklist for LibDib New Jersey Distribution

□ Set up LibDib Account
□ Pick a Plan
□ Upload TTB License
□ Upload Home State License
□ Brand Register your Offerings
☐ Set up FedEx Account for LibShip
☐ Complete LibShip Certification
☐ Price and Submit Offerings into Market
☐ Receive Email When Offerings are Live