

# GO LIVE

WITH



## Pennsylvania

Step-by-step instructions to sell  
in the Keystone 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 Pennsylvania

## Prologue:

Pennsylvania is what is known as a [Control State](#). This means that the state government, the Pennsylvania Liquor Control Board (PLCB), is actually the distributor and also a retailer. In working with Pennsylvania, LibDib is a broker and is paid based on a percentage ([by Tier](#)) for presenting the brands, negotiations and fulfillment.

LibDib currently submits products to the PLCB for

1. Premium Product Management and One Time Buys
2. Regular Stock listings 2X per year

We will continue to build out our capabilities within control states over time.

If Makers have relationships with on-premise accounts in PA, products are ordered via the PLCB's LOOP system.

## 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](mailto: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.*

**ACCOUNTS**

- Profile
- Business Profile
- Compliance**
- Account Status
- Addresses
- Team Members
- Notification Preferences

### Compliance Information

Keep your license, permit and certificate information up to date here.

**Federal and Home State Licensing**  
 Shown below are the details you have given us on your federal and home state licenses. Because these are so important, the latest information is shown on your main profile page and on the Compliance tab for each market. You can add or modify the information from any location.  
 Thank you for keeping your federal and home state licenses and information up to date.

**Federal Permit**

1 Entered 2 Pending 3 Ready

CO-S-15021 -- JH

Registry Number, if applicable

SAVE

Click To Add Document

**State Producer Licenses**

**State Reseller Licenses**

1 Entered 2 Pending 3 Ready

Colorado

42906420002 -- Manufacturer (distillery & rectifier)

SAVE

Click To Add Document

**FedEx Alcohol Shipping Agreement**

Only FedEx-approved, licensed alcohol shippers that have entered into a FedEx Alcohol Shipping Agreement may ship alcohol via FedEx services. Licensee-to-licensee shipping in the U.S. requires that the shipper must be a FedEx-approved alcohol shipper, the recipient must be a business entry that holds appropriate alcohol licenses, and the shipment must otherwise comply with applicable laws. Shipments can move via FedEx Express, FedEx Ground, or FedEx Home Delivery services.

I am using LibShip with my own FedEx Agreement

Issue Date

SAVE

To sell in Pennsylvania, 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](#)
- **In State Makers:**
  - Photocopy of Pennsylvania State (home state) alcohol license
- **Out of State Makers:**
  - Photocopy of your home state alcohol license
  - Using ASE, MHW or Park Street or a Co-packer/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.

Home State Licensing and Federal Permits EDIT

Federal License: CO-S-15021 -- JH      State License: 42906420002 -- Manufacturer (distillery & rectifier)

Additional Market Specific Permits EDIT

Fedex Alcohol Shipping Agreement EDIT

Fedex Shipping Agreement: Complete

- Set up your [LibShip account](#). *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.

### Market Agreement

- I have reviewed the [Safe Shipping](#) document and agree to ship product according to LibDib's Safe Shipping Guidelines. This includes using appropriate packaging materials and shipping to the "Ship to" location shown on my Fulfillment Order Notification. I understand any breakage that occurs in transit is my responsibility and will be handled and replaced within 2 business days.
- I agree to accept (or reject), ship, and enter tracking information into the platform within 2 business days of receiving the Fulfillment Order Notification.
- I agree to maintain accurate and updated inventory (including vintages and availability). If I fail to ship within 2 business days or am unable to fulfill a sale of live offerings on two or more occasions, I understand LibDib has the right to remove my offerings from any and all markets.
- No Shipment Fee: I agree to pay a \$25 No-Shipment fee if the sale of a live offering is refused for any reason. The fee may be waived if a replacement offering (i.e., new vintage, batch or replacement product) is accepted by the Buyer.
- Makers that submit a Digital Request that is refused by the Buyer are subject to a \$50 fee.
- I agree to only use LibShip when shipping my offerings for LibDib FFOs.

## Step 3: Pricing Offerings

- Follow the [LibDib Pricing Guide](#) 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.

- Once your offerings are Live, the LibDib team will know they are available to submit to the PLCB.
- If your offerings are being considered by the PLCB, they will submit a negotiation via LibDib.
- For priority service, [Gold and Silver](#) members can touch base with their Portfolio Manager to prioritize and approve.

**PRO TIP:** *The PLCB is the largest buyer of alcohol in the United States and often purchases larger quantities. To have the best shot and closing a deal, consider offering a 30-40% margin for the PLCB (work backwards from the suggested retail price). Please keep this in mind when negotiations begin.*

## Step 4: Shipping Corner (this is important!)

- Set up your [LibShip account](#). 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](mailto:libship@libdib.com) for assistance.*

- More information about LibShip may be found [here](#).
- Makers must complete this [LibShip Training Certification](#).

## Step 5: Submission and Negotiation

- Throughout the year, the LibDib team engages with various category managers at the PLCB. Based on their demands, we will submit offerings to them. If your offering is chosen, there is a sampling and negotiation period. If the offering is accepted then the timing for a PO will be determined and communicated to the Maker. Purchase Orders can be anywhere from 50-300 cases or more.

## Step 6: 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.
- Makers are required to ship to the “Ship to Location” indicated on the ORDERS tab in your LibDib account and indicated on the FFO.
- **There are specific case labeling details that the PLCB requires. Please ensure these instructions are followed, otherwise there could be an extra per case charge.**

**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 [LibShip](#) Labels.

The screenshot displays the LibDib shipping interface. At the top, it shows 'Ship To' information: LibDib c/o CA Inventory LDHQ, 6980 Santa Teresa Blvd, San Jose, CA 95119. Order details include: Ordered: 02-11-21, Delivered: (empty), Order #: 1018884, Total: \$250.98. A 'Cancelled' status is shown with a checkmark icon. Below this is a table of items:

	QTY @ PRICE	DISCOUNT	LIBDIB PAYS AMOUNT
LibDib Winery, 2012 Chardonnay, Central Coast, 720 mL, Case of 6, Glass Bottle, Cork, 14.0% ABV, SKU: 10006494	1 @\$250.98	\$0.00	\$250.98

The '1. Shipments' section is highlighted with an orange box. It contains a 'Shipment #1' dropdown set to 'LibDib - FedEx', a 'Weight (in lbs)' field with '24', and a 'Ship From' dropdown set to 'LibDib Winery, 6980 Santa Teresa Blvd 201, San Jose, CA 951...'. To the right of this section is a 'CREATE LIBSHIP LABEL' button and a 'CANCEL' button. Below the shipment section, there is a table for assigning line items to shipments:

LibDib Winery, 2012 Chardonnay, Central Coast, 720 mL, Case of 6, Glass Bottle, Cork, 14.0% ABV, SKU: 10006494	Shipment #1	Case in shipment 1

Additional instructions include: '+ ADD ANOTHER SHIPMENT', '2. Assign Line Items to Shipments', '3. Download Documents' (with sub-point 'a. Attach WAREHOUSE IN-TAG outside the box'), and '4. Drop Off at a FedEx location'.

- 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 [FedEx location](#).
  - 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.
- 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](mailto:billing@libdib.com) to get set up.
- Maker must submit an invoice to LibDib. Please email all invoices to [invoices@libdib.com](mailto: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 Pennsylvania Distribution

- Set up LibDib Account

- Pick a Plan
- Upload TTB License
- Upload Home State License
- Set up FedEx Account for LibShip
- Complete LibShip Certification
- Price and Submit Offerings into Market
- Go Live notification means Offerings are available for submission.
- Receive Communications from LibDib Team if Offerings are being considered.