



A New Era of Distribution: How to Power Growth in the California Market

With

SINCE
2022

The Beverage Blueprint

MIAMI, FL



Introductions



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The Beverage Blueprint

Who We Are



The Beverage Blueprint

- A merchandising and consultancy firm specializing in strategic in-store engagement, retail activations, and sales execution.
- Built on a foundation of tech-enabled processes, data-driven field support, and boutique service excellence.



What We Do



In-Store Execution

- **Shelf Management & Compliance:** Ensure products are always front-and-center with correct facings, pricing, and clean displays.
- **Display Build & Rotation:** Installs of point-of-sale materials, seasonal displays, and dynamic promotional setups.
- **Out-of-Stock Prevention:** Proactive restocking of both shelf and back-stock inventory.

Intelligence and Insights

- **Field Reporting:** Daily store visit logs and photo verification.
- **Competitive Set Review:** Price, displays, and assortment trends reported back to suppliers.
- **Retailer Feedback:** Store-level retailer relationships build visibility into chain-level opportunities.

Why it works



Flexible Service Models

- **A La Carte Pricing:** Choose only the chains you need with transparent annual/monthly add-ons.
- **Ad-Hoc Coverage:** Get targeted coverage for a minimum of 15 stores at \$100/store-year.
- **Bundled “Full Coverage”:** All California chains included at a significant bundled discount.





Greater execution

- **Simplifies merch strategy** for suppliers, removing the need to hire and manage field teams.
- **Increases sales** through consistent on-shelf execution and display excellence.
- **Builds retailer relationships**, accelerating velocity at store and chain levels.

California Distribution Made Easy



Full-Service Distribution in California

-  Full-service merchandising services, chain retail support and onboarding
-  Tailored “à la carte” solution for brands transitioning from traditional distributors
-  Cost-effective, scalable strategies that move product and grow brands
-  Backed by LibDib’s technology-driven distribution model



Benefits for Makers



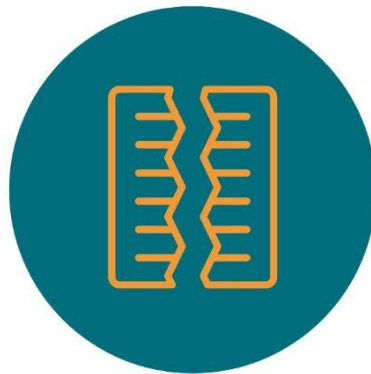
The Future of Distribution Starts Here



**Flexible.
Scalable.
Transparent.**



**No
Monthly
Minimums**



**No
Long-Term
Commitments**



**Distribution
Built Around
Your Brand**

Pricing

Program Introduction

Starter Program:

- \$1,500 per month
- Access to retail specialist team covering California
- Reporting and visibility into brand pricing, positioning, inventory, and competitive set.
- Retail category insights through Nielsen IQ
- Develop your retail strategy

Add On Target Chains

Ad-Hoc:

- All starter costs + add ons.

- \$100/per store Annually (\$8.33/month)
15 store minimum.

Add on Chains:

- Ranging by chain size and volume. Rates range from as low as \$166.67 per month to as high as \$1,666.67 per month.
- Flexible to fit your needs.
- *See pricing on next slide*

Full State Coverage

Widely Distributed?

- Extreme Value to opt in for full state coverage once 7+ retailers are carry your brands.
- \$7,375 per month for full state coverage. Over a \$50,000 in savings over 12 months compared to selecting each chain individually.

Pricing



| | | |
|--------------------|-------------|------------|
| Albertsons/Vons | \$19,500.00 | \$1,625.00 |
| Bristol Farms | \$2,000.00 | \$166.67 |
| Food 4 Less | \$7,500.00 | \$625.00 |
| Gelson's | \$3,000.00 | \$250.00 |
| Lucky Supermarkets | \$2,000.00 | \$166.67 |
| Pavilions | \$5,000.00 | \$416.67 |
| Raley's | \$7,000.00 | \$583.33 |
| Ralphs | \$13,000.00 | \$1,083.33 |
| Safeway | \$15,500.00 | \$1,291.67 |
| Save Mart | \$2,500.00 | \$208.33 |

| | | |
|----------------------|-------------|------------|
| Sprouts | \$10,500.00 | \$875.00 |
| Stater Bros. Markets | \$9,000.00 | \$750.00 |
| Sam's Club | \$2,000.00 | \$166.67 |
| Target | \$20,000.00 | \$1,666.67 |
| Total Wine & More | \$7,500.00 | \$625.00 |
| Wal Mart | \$17,550.00 | \$1,462.50 |
| Winco | \$2,500.00 | \$208.33 |
| Total Wine & More | \$7,500.00 | \$625.00 |
| Wal Mart | \$17,550.00 | \$1,462.50 |
| Winco | \$2,500.00 | \$208.33 |

Let's Build Your California Strategy



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