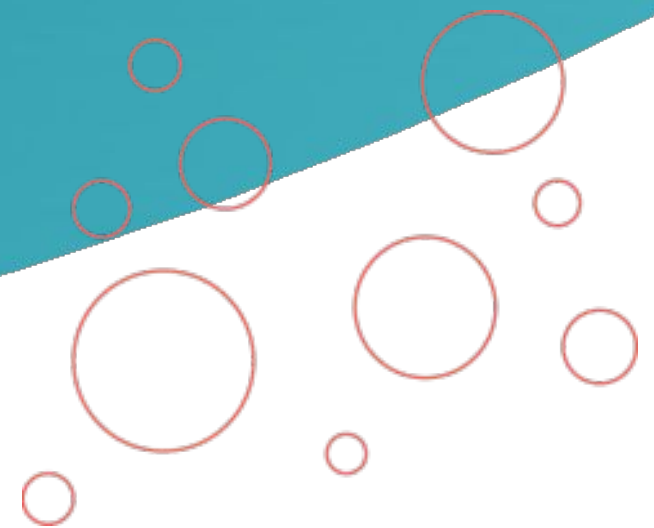




**LibDib LIVE!**

**August 25, 2023**





# Agenda

- Intro to the Team!
- Special Guest Star: Philip

## Bonus Material

- What Does LibDib Do?
- Who Can Work with LibDib?
- What Do I need to work with LibDib? (Compliance)
- Shipping?
- LibDib Gold

# Meet the Team

**Rachel Minor**  
**Sr. Manager,**  
**Portfolio**

**Katie Klene**  
**Manager, Portfolio**

**Jennifer Bettencourt**  
**Lead, Portfolio**

**Andrew Bowman**  
**Innovation Business**  
**Development (on vaca!)**



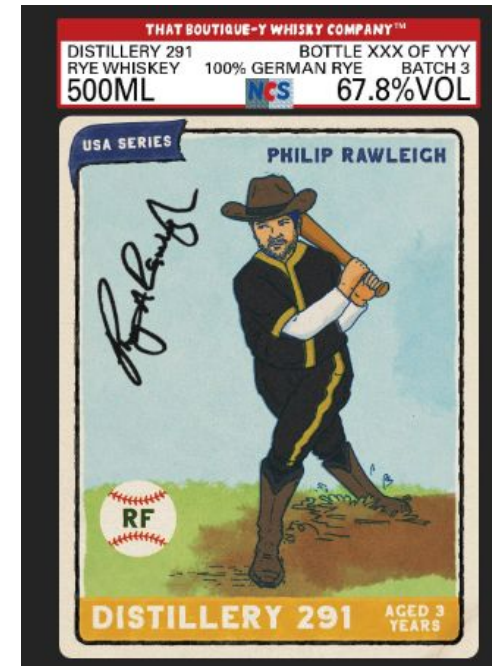
# Philip Rawleigh

## Sr. VP of Business Development Distillery 291

“And speaking of the 291 team, Myers seems to collect valuable people as you would pieces of art. His vice president of development, Philip Rawleigh, one of his first hires, has a personality that is impossible not to love. He has helped to create a consumer relationship that is just as cool and fun as you would expect from a brand like this. Rawleigh makes you feel as though you have been escorted behind the velvet rope to the VIP section, only to find the rockstars sitting cross legged on the floor in their pyjamas happy to welcome you to the party, as if you’ve known each other forever.”

-American Whiskey Magazine

# 2022: American Whiskey Brand Ambassador of the Year World Whiskey Awards and Icons of Whiskey, Whisky Magazine



# LibDib 101: What Does LibDib Do?

- LibDib is a **licensed wholesale distributor** in **9 states**.
  - (CA, NY, NJ, CT, IL, FL, MD, CO and WI).
- LibDib is also the technology behind a **selling division within RNDC**.
  - (GA, IN, LA, OK, TX and more states coming soon).
- The goal of the LibDib platform across both models is to provide **any Maker** with three-tier access to a market, whether it's one case at a time or a pallet drop.
- LibDib's business model is **different from other distributors**; we do not have trucks, sales reps or warehouses full of inventory. We utilize a 'Just-In-Time' inventory model where common carrier and distributor partners get products to where they need to go, compliantly. **Costs vary by market** based on the model and fulfillment charges.

# LibDib 101: Who can work with LibDib?

- All Makers are welcome!
  - Wineries, Distilleries, Importers
- Makers must be legal!
- Foreign Brands: We work with your importer as they hold the license.
- Rectifiers, other producers making your product:
  - **RULE OF THUMB:** We pay the licensee....who is that entity and then what is your deal with them?

# What do I need to Work with LibDib?

**1. TTB Basic Permit**

**2. Home State License**

**3. Permit/Licenses  
required by EACH state  
you are doing business in**

**4. FedEx Alcohol  
Shippers Agreement**



# Shipping

- LibShip for the WIN!
  - Compliance
  - Tracking
  - Bill Back for First Leg
- How much does it cost?
  - 6 Pack: \$15-\$20
  - 12 Pack: \$20-\$30
- Need to have:
  - FedEx Alcohol Shipping Agreement
  - [LibShip Certificate](#)
- SHIP SAFE!!! #1 challenge with shipping is breakage when things are not shipped safely.



## LibDib Extras

### Top 4 Reasons Why Makers to Go Gold:

1. Brand New to the Industry
2. Chain Support
3. Portfolio Management
4. Someone assisting with selling and relationships

*Log into your [LibDib](#) account go to Account Status under the Profile Section to sign up now*



# How to be Successful on LibDib

- GO GOLD
- Use our Tools (Go Live Guides, Help Center, Digital Requests)
- Don't Post and Pray: Have a Plan
  - What is your E-Premise (track and use results for further distribution!)
  - Feet on the Street
  - Digital Sales
  - Chains: Total Wine etc.
- Follow the plan and invest in your distribution

**Thank you**

**How to reach us:  
Makers@LibDib.com**