



RNDC & LibDib Supplier Handbook

2023

Welcome to LibDib and LibDib@RNDC



Welcome Supplier (here at LibDib we call you Maker),

Whether you are new to the RNDC/LibDib family or a supplier transferring to the LibDib division or distributor, we are very happy you are here.

LibDib specializes in emerging and niche brands and is the distributor for hundreds of Makers from around the world. LibDib offers immediate distribution in 14 states – something existing both new and existing RNDC brands should take advantage of.

In this program, you'll begin your distribution journey via LibDib. Makers can move or return to distribution with RNDC once a specific threshold has been met. We look forward to seeing your growth with LibDib and appreciate the opportunity to distribute your brand.



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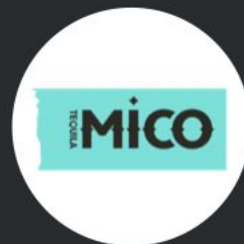


Discover how these LibDib Makers achieved growth and success through their partnership with LibDib.

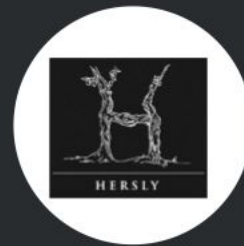
- "A careful combination of whiskey clubs + retail relationships has given us an incredible path to national distribution without being nationally distributed." – Michael Paladino of **Penelope Bourbon**
- **Mico Tequila** graduated to RNDC within 2 years of working with LibDib
- **Hersly Wines** partnered with LibDib to sell into their specialized accounts in NY.
- **Distillery 291** gained 15% growth after transitioning their self-distribution business to LibDib



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Two Distribution Paths, Same End Results

LibDib operates in two ways, both with the same goals:

1. Providing all Makers with a path to market
2. Giving Buyers the widest selection of offerings from small-batch Makers located around the world.

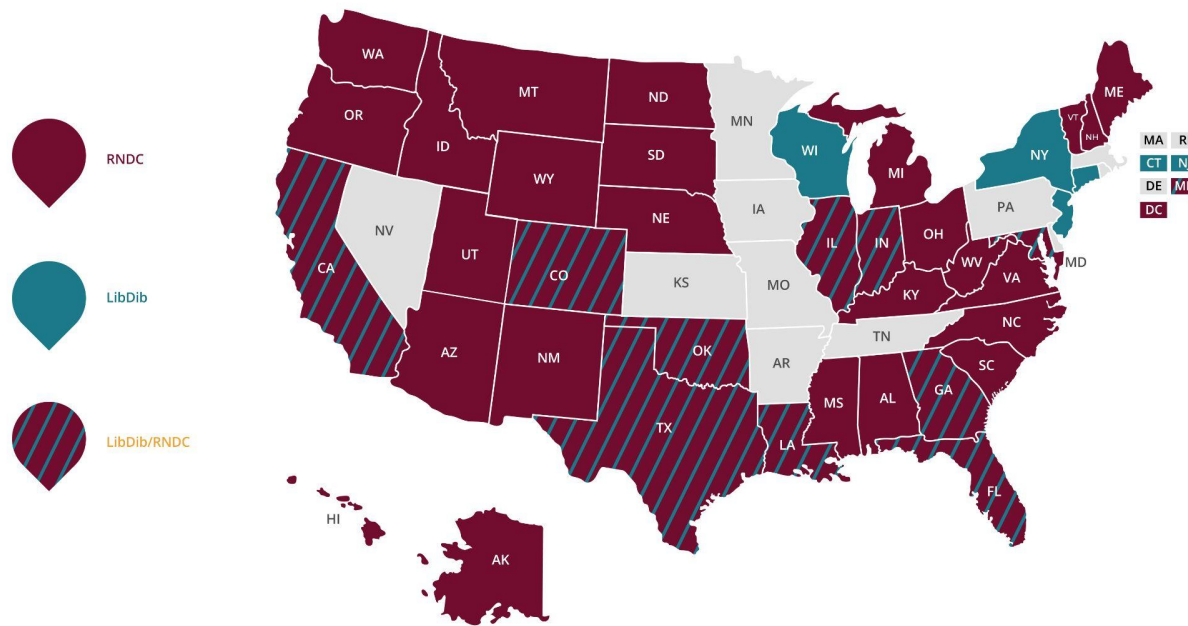
In some markets, [LibDib](#) is the wholesaler of record.

In others, RNDC is the distributor and LibDib is the selling division. The division is called [LibDib@RNDC](#).



The RNDC & LibDib Advantage

Distribution Breakdown



Choose LibDib.

✓ CA, CO, CT, FL, IL

✓ FL, MD, NJ, NY, WI

Choose LibDib@RNDC

✓ GA, IN, LA, OK, TX

✓ Coming Soon: KY

How LibDib Works

Maker Onboarding



Sign up at LibDib.com



Add brand story & product information



Apply for state-specific compliance (if needed)



Determine shipping cost & enter pricing for approval

Fulfillment



Buyer places order through [LibDib](#)



LibDib directs Maker where to ship and provides mandatory shipping labels



Account receives order



LibDib handles invoicing & pays Maker in 60 days

How LibDib@RNDC Works

Maker Onboarding



Sign up at LibDib.com



Add brand story & product information



RNDC updates pricing & Warehouse system



Build Buyer relationships, and place demand requests on LibDib

Fulfillment



Buyer places order via eRNDC or Maker submits Demand Request through LibDib



LibDib directs Maker to ship to appropriate RNDC warehouse (and provides mandatory shipping labels)



Product is received, checked in, and slotted for delivery. RNDC trucks deliver



RNDC handles invoicing & pays Maker. Terms vary by state.

	LibDib	LibDib@RNDC
'Just-in-time' Fulfillment	✓	✓
Makers are verified, licensed, and approved by FedEx to ship alcohol to a distributor	✓	✓
Makers ship product via common carrier using mandatory shipping labels	✓	✓
Makers & Ambassadors work with Accounts to showcase brands and generate demand	✓	✓
LibDib provides the technology backbone for the Maker and the demand notifications	✓	✓
Products are available on eRNDC for curation, discovery, and purchase		✓
RNDC trucks deliver, RNDC collects, RNDC pays supplier, RNDC pays taxes		✓

Extra Help?

All Makers are welcome on LibDib, but some need a little extra assistance along the way. Priority onboarding, VIP Chain Services, robust data and analytics dashboards--just a few of the offerings available with LibDib's Maker assistance programs.

LibDib+

All the benefits of Free, and:

- Priority Email Support: response within 2 business days or less
- Enhanced Listing
- Sell Sheets

Silver

All the benefits of LibDib+, and:

- Portfolio Management
- Quarterly Shopping Category Inclusion
- Keywords for search ability

Gold

All the benefits of Silver, and:

- Placement in Search and Recommendation Engines
- VIP Service for Chain Placements
- LibShip Insurance and Claim Assistance

Onboarding Upgrade

- Priority Onboarding
- Two thirty minute calls with Portfolio Manager
- One thirty minute call with Compliance Manager
- Final content review before Go Live

LibSights

- Real-time sales performance & Forecasting
- Identify top Resellers and new points of distribution
- Monitor Sales Team Effectiveness
- Reduce potential revenue leakage

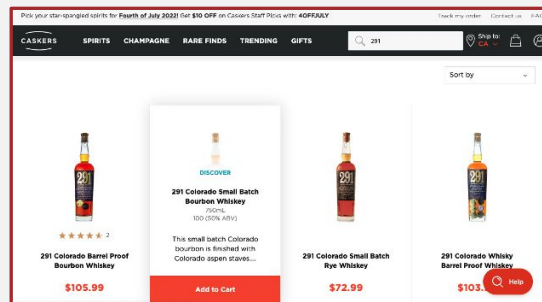
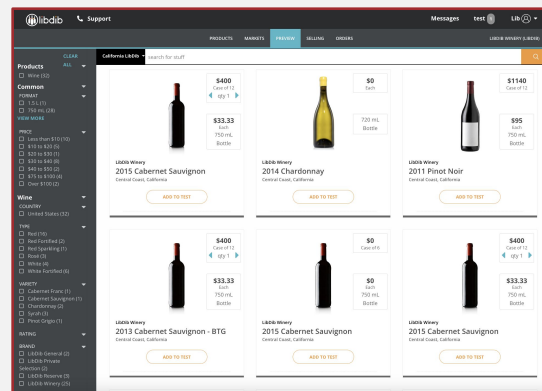
Click [here](#) for
more information

Looking to “Graduate? Start here!

A successful partnership with RNDC can begin by **building your brand** in the **top 5** markets. LibDib is the fastest and easiest path to selling into the nation's largest markets allowing brands to grow quickly. Here's how:

1. Become a LibDib Gold Maker and list products in key markets (CA, NY, FL, IL, TX).
2. Have sales representation in each market.
3. Have at least one chain placement. LibDib supports Gold Makers with this. *If you have existing or national accounts, let LibDib know!*
4. Have an e-premise strategy and track where your consumers are coming from. This helps to secure placements and future distribution.
5. Reach a dollar and time period threshold which varies by market.

LibDib & RNDC monitor performance & sales. Makers who meet the criteria are evaluated and considered for inclusion in RNDC's portfolio in specific markets.



Keep in Touch

www.libdib.com

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