



# OWB PRESENTS: AN INTRODUCTION TO LIBDIB



OREGON  
WINE  
BOARD



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# HOUSEKEEPING

All attendees are on mute

To ask a question use your question tool in the task bar

We will answer questions as they come up but there will also be time at the end for Q&A

The webinar slide show and a recording of the presentation will be available to view or share on our website at: [industry.oregonwine.org](https://industry.oregonwine.org)

Follow-up email: link to webinar recording, presentation and handout



# AGENDA FOR TODAY



Bree Boskov MW, OWB  
OWB Education Manager

Welcome

Overview

Introductions



Tanya Riesbeck, LibDib  
Director of Maker Experience

Introduction to LibDib

Tour of Website

Partnership Logistics



Meg Murray, Nasty Woman Wines  
Founder and Winemaker

Small Oregon Producer Perspective

Lessons Learned and Recommendations

Q & A



# Distribution for All Craft Makers and Beverage Resellers

Three-tier distribution for all.  
Welcome to LibDib.

JOIN NOW

## Distribution Done Differently.



# Liberation Distribution ("LibDib")

- LibDib is a licensed alcohol distributor enabled through a modern web/mobile platform (mobile app coming soon) which allows wineries, breweries, and distilleries ("Makers") to sell to Restaurants, Bars, & Retailers ("RB&Rs") in a way that is legal and efficient.
- Distribution in CA & NY
- Distribution for everyone

- As your distributor, LibDib pays taxes (where applicable); we do all the reporting and compliance work that is done as a distributor and our margins are 15-20%.
- Wineries are responsible for fulfillment of orders to the buyers' ship to location.
- With LibDib, there are no long-term contracts or commitments, we don't have an exclusive agreement, nor will we hold anyone.
- All of our Makers are treated the same.

# How it works:



List your products on LibDib's platform

Invite, Suggest, Connect, Sell

Ship directly to the account

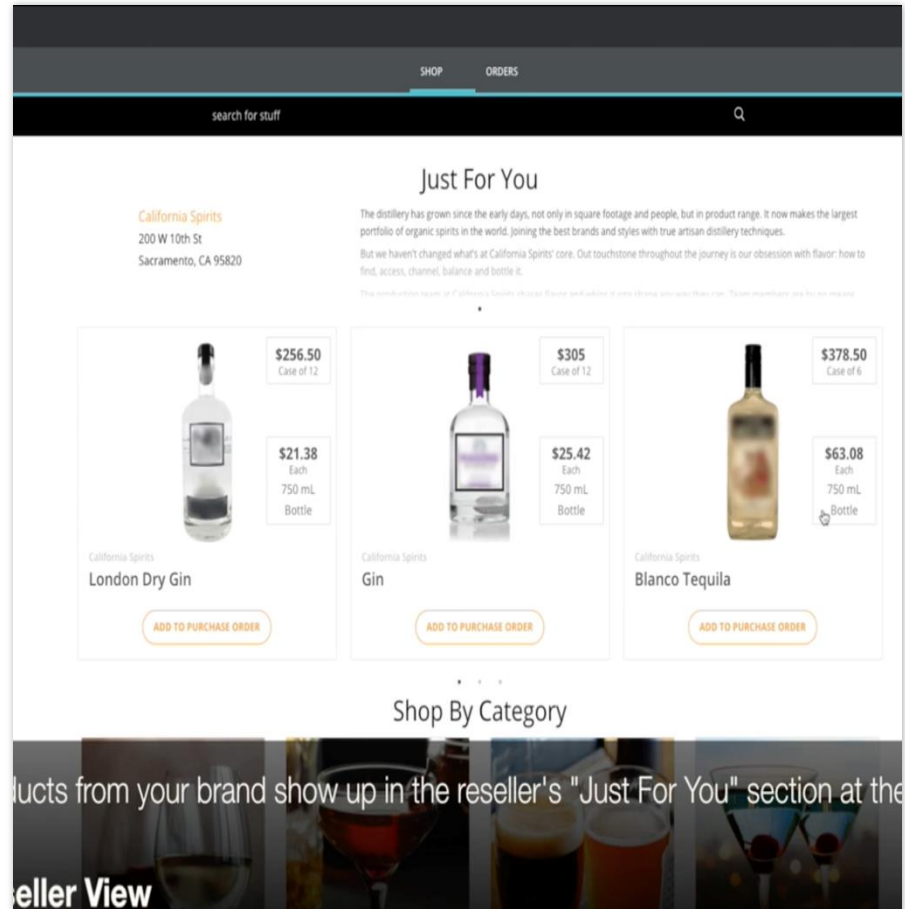
Get paid!

○ Sign up at [libdib.com](http://libdib.com)



# SELL, SELL, SELL!

- Invite
- Suggest
- Send Samples
- Connect



# SELL, SELL, SELL!

- Invite
- **Suggest**
- Send Samples
- Connect

The screenshot displays the LibDib web application interface. At the top, the header includes the LibDib logo, a phone number (1-844-542-3421), a 'Skeleton Key Mode' indicator, and user account information (Messages: 2, Left Bank: 5, Lib: 1). A navigation bar below the header contains links for PRODUCTS, PRICING, PREVIEW, SELLING (highlighted), ORDERS, and RESOURCES.

The main content area is titled 'MARKETS' and shows a sidebar with 'California' and 'New York' options. The 'California' section is active, displaying 'Selling in California'. Below this, there's a prompt to 'Invite Restaurants, Bars and Retailers to LibDib!' and tabs for 'Invitations', 'Suggested Orders' (selected), and 'Depletion Report'.

The 'Suggested Orders' section features a 'CREATE SUGGESTED ORDER' button and a table of suggestions:

Suggestions	Amount
0 Items	\$0.00
RosePinotNoirChar	\$1228.00
3 Items	
Left Bank	\$4707.50
5 Items	

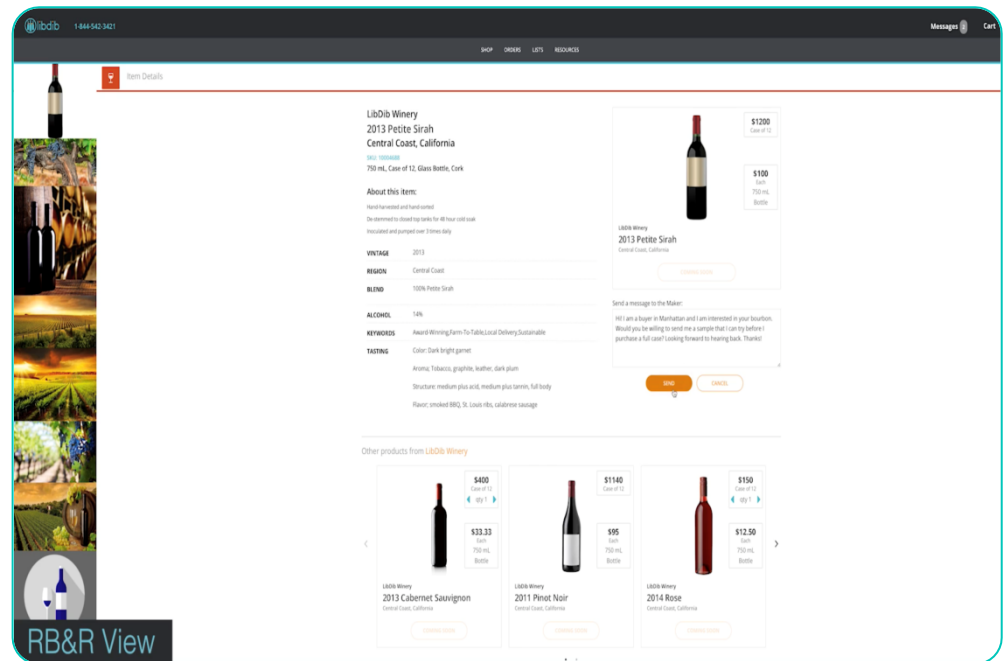
Below the table, there's a section for 'Order Line Items' with a table showing details for a specific item:

Order Line Items	QTY@ PRICE	DISCOUNT	AMOUNT
LibDib Winery, 2012 Chardonnay, Central Coast, 750.00 mL, Case of 12, Glass Bottle, Cork, 14.0% ABV, SKU: 10004685	5 @\$960.00	\$92.50	\$4707.50

At the bottom of the 'Suggested Orders' section, there are two buttons: 'SEND SUGGESTED ORDER' and 'CREATE PRINTABLE ORDER'.

# SELL, SELL, SELL!

- Invite
- Suggest
- **Send Samples**
- Connect – *prospects coming soon*



search for stuff



## Shop By Category



### Wine

Red  
White  
Rosé  
Sparkling  
Fortified  
All Wine



### Spirits

Whiskey/Bourbon  
Vodka  
Rum  
Gin  
Tequila  
All Spirits



### Beer

Ale  
IPA  
Pilsner  
Stout  
Cider  
All Beer



### Other

Ready-to-Drink  
Specialty Spirits  
Absinthe  
Moonshine  
Mixers/Non-Alcoholic  
All Other

## Explore



### Craft



### New Arrivals



### Limited Production





# Alternative ways to order:

- Use an order form.
  - Print, fill out, snap a pic and send it to [orders@libdib.com](mailto:orders@libdib.com).
  - This can be created in the SUGGESTIONS tab.
- Call us at 844-542-3421
- Email us at [orders@libdib.com](mailto:orders@libdib.com)
- *Digital order form coming soon!*

**Liberation Distribution, Inc.**  
930 McLaughlin Ave, San Jose, CA 95122  
(844) LIBDIB1, support@libdib.com



Company: \_\_\_\_\_

Street Address: \_\_\_\_\_ Address Cont: \_\_\_\_\_

City: \_\_\_\_\_ State: CA Zipcode: \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

☐ Subscribe me to text messages for order confirmation and reordering. Remind me to reorder in: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_ Total: \_\_\_\_\_

This order is placed in accordance with Liberation Distribution's Terms of Service

DESCRIPTION	SKU	QTY (CASE)	PRICE	DISCOUNT	AMOUNT
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Page \_\_\_\_ of \_\_\_\_ Total Qty: \_\_\_\_ Total Amount: \_\_\_\_

THANK YOU FOR YOUR BUSINESS  
Liberation Distribution, Inc. is a licensed wholesaler. San Jose, California.

# Any questions?

- <http://help.libdib.com/>
- Email at [makers@libdib.com](mailto:makers@libdib.com)
- Call us at 844-542-3421

# OREGON PRODUCER PERSPECTIVE

Signing up and getting started with LibDib

Shipping your wines/fulfilling orders

In-state sales support required

Pros/Cons

Tips for small wineries

**#NASTY  
WOMAN  
WINES**

# RECOMMENDATIONS FOR WINERIES

1. Adjust your expectations – it's hard!
2. Utilize your time to the max: set up account visits, winemaker dinners
3. Work social media to the max
4. Collect data and use it

**#NASTY  
WOMAN  
WINES**





**QUESTIONS?**