Preparing Your Company for Distribution

Is it worthy?

- ✓ Quality
- ✓ Consistency

Self-distribution?

GOAL:

To be the best partner possible to your new distributor.

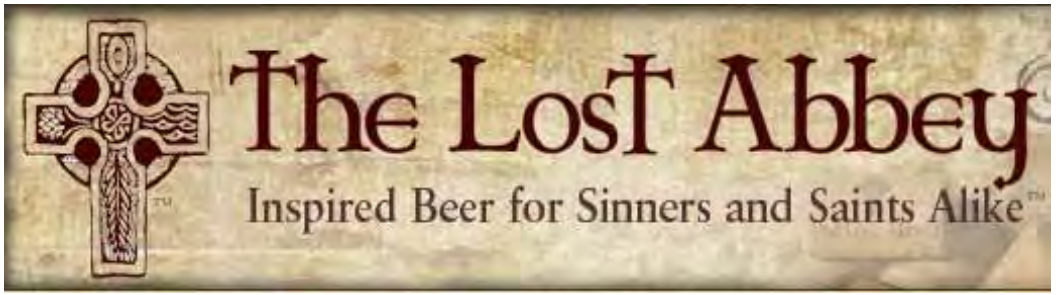
Who are you?

Why are you special?

STONE
BREWING CO.

Off-centered ales
for off-centered people.

Inspired Brewing®



Where do you want to be?

Geographic considerations….

- ✓ **Match your identity/personality with:**

  Product style
  Price point
  Image

Geographic considerations….

- ✓ Area population
- ✓ Ease and cost of transportation
- ✓ Your comfort level with the environment

Are you ready?

Funding for….

- ✓ Increased production
  - Source ingredient supply
  - Additional brewers
  - Bottling capacity/keg supply
  - Packaging
  - Storage & cooler space
  - Support staff

Funding for…..

- ✓ Marketing materials
  - SELL SHEETS
  - Posters/banners
  - Shelf talkers
  - Stickers
  - Coasters
  - Logo shirts/hats, etc.

Funding for…..

- ✓ Sales representative
  - Hiring
  - Training
  - Immersing in culture
  - Learning territory
  - Travel

Funding for…..

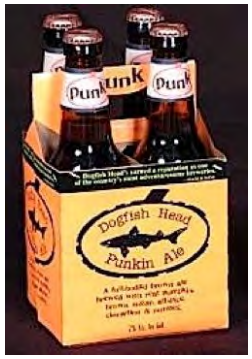
- ✓ Distributor research
  - Travel
  - Explore territory
- ✓ Ongoing production commitment
- ✓ Ongoing marketing commitment
- ✓ Distributor contact at brewery

What products do you want to distribute?

How about packaging?

Important packaging notes:

- ✓ Sturdy packaging
- ✓ Handles
- ✓ Standard size
- ✓ Readable brand marking
- ✓ Date stamping



Back to $$$$

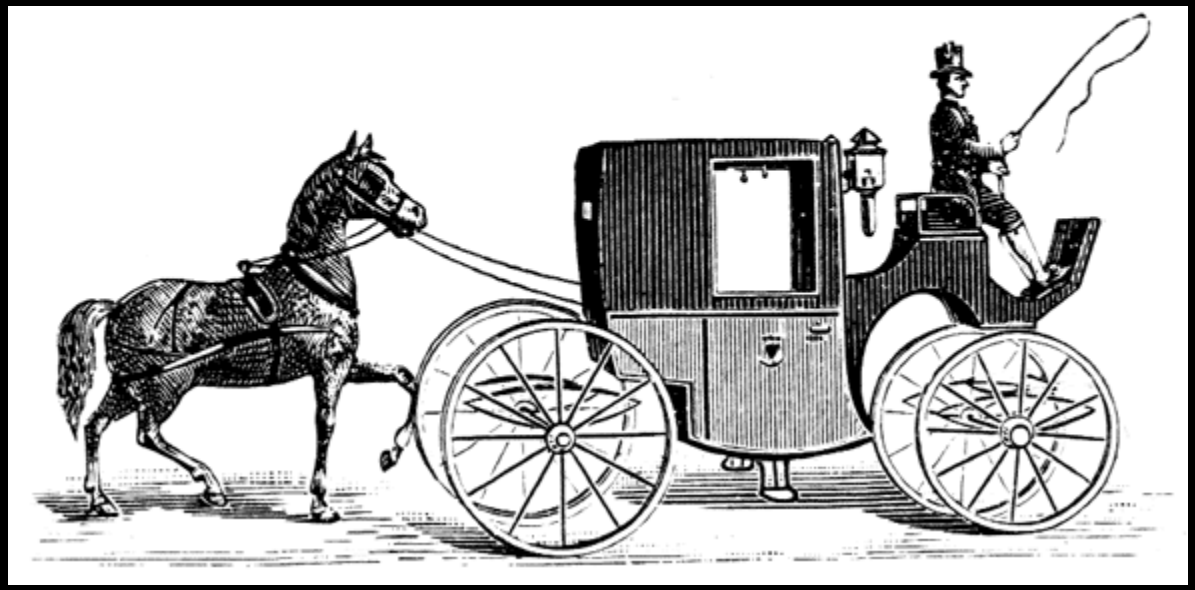
- ✓ Know your cost and acceptable margin.
- ✓ Determine acceptable promotional discounts.
- ✓ Know “how low” you will go.

- ✓ Evaluate shipping options
- ✓ Keg handling
- ✓ Government regulations
  - Bottle labels
  - UPC
  - State registration
  - Franchise laws

All of this needs to be done

BEFORE

you shop for a distributor.



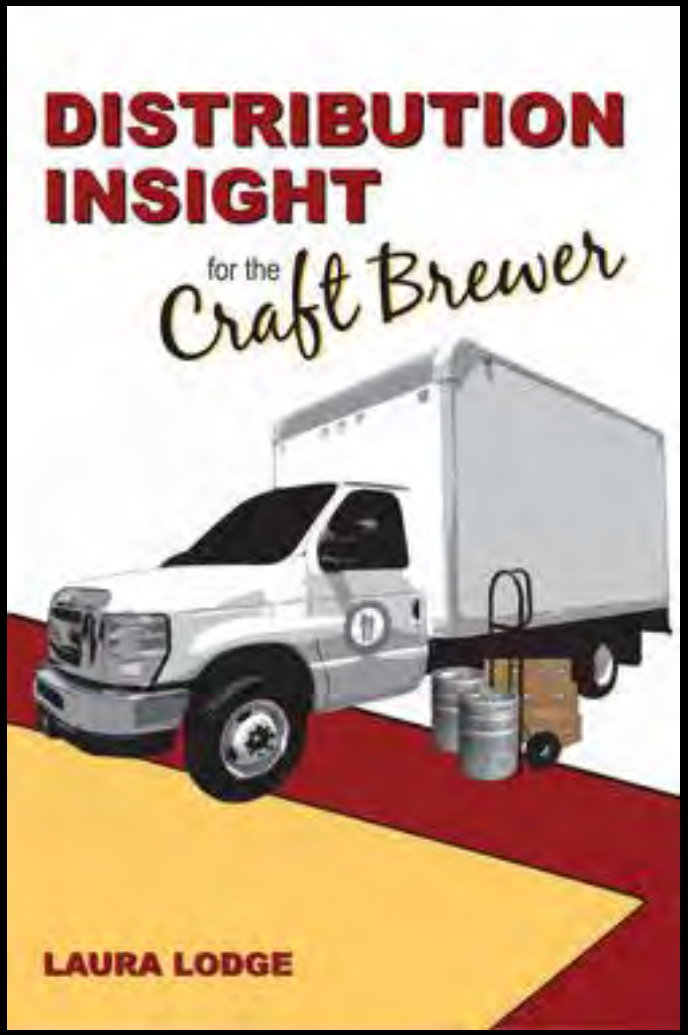
Ultimate target:

- ✓ Fantastic product
- ✓ The right product combination
- ✓ Adequate supply of product
- ✓ Effective marketing/POS
- ✓ Proper pricing for market
- ✓ Brewery support in the market
- ✓ Open communication
- ✓ Mutual accountability

Thank you for your time!

Contact information:

distributioninsight@hotmail.com

- or -

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