



2021

WSWA ACCESS DISTRIBUTION PLAYBOOK



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In January of 2021, the wholesaler advisors and brand representatives of the WSWA Access Advisory Council set out to create the wine and spirits industry's first ever Distribution Playbook.



The team learned during initial discovery meetings that craft, startup and small production wine and spirits brands were asking for a template to follow when pitching their products to wine and spirits wholesalers. In addition, Access wholesaler advisors – craft brand development experts – were frustrated by inconsistencies in the new product pitches presented to them by these emerging companies. By helping producers craft their brand messages more carefully, we enable distributors to make better-informed decisions, increase the quality of both product and product information that gets to retailers



(both on- and off-premise) and further increase the diversity of products available to consumers through licensed retailers.

We hope you read, follow along, tell a friend, and share the link to download this free Playbook available to our wine and spirits community. Inside you'll find a roadmap to distribution in the U.S. alcohol marketplace informed and reviewed by experts, hammered out over months of meetings with the most insightful and successful emerging brands in the industry as well as the craft brand specialists that make up the U.S. distribution network known as Access wholesaler advisors.

We are grateful for the hundreds of hours spent putting this together and acknowledge the 2021 WSWA Access Advisory Council members for their passion and dedication to our industry.

If you follow the recommendations given in this Playbook you'll be ready to pitch any wholesaler in any market throughout the U.S. We wish you the best!

CHEERS!

— W S W A —
ACCESS
A HUB FOR CRAFT, START-UP AND SMALL PRODUCTION WINE & SPIRITS

How to Use the WSWA Access Distribution Playbook



How to Use the WSWA Access Distribution Playbook



The Value of Working with a Wholesaler Partner



Who is the WSWA Access Advisory Council?





How to Use the WSWA Access Distribution Playbook

"The WSWA Access Playbook captures decades of industry experience and insight."



The WSWA Access Distribution Playbook has been created to be a first of its kind resource guide for craft, startup and small production wine and spirits professionals and to be used to better position emerging brands with prospective wholesaler partners. Developed by the WSWA Access Advisory Council, a group of diverse wholesalers and emerging brand experts, the WSWA Access Distribution Playbook captures decades of industry experience and insight into practices, tips and resources that can help brands looking to earn widespread distribution throughout the most dynamic and competitive alcohol marketplace the world has ever witnessed.



This Playbook will help to guide you through the process of finding a wholesaler partner and help you to maximize the value of your brand in the marketplace. Inside you'll find tips, resources and best practices from top industry veterans.

The WSWA Access Playbook will provide you with tips, tricks and expert guidance on:

- ✓ How to pinpoint your unique brand identifier.
- ✓ Where to focus your market research to balance cost and data value.
- ✓ How to develop your brand story for today's unique audiences.
- ✓ What elements of a business plan are most important to wholesaler partners.
- ✓ How to develop a partnership with a wholesaler contact.
- ✓ How to be a great partner to your wholesaler and retailer contacts.

The Value of Working with a Wholesaler Partner

Why Work with Wholesalers?

Wholesalers are the logistics arm of America's three-tier system, but America's wine and spirits distributors do more than just store and move product, stock retailer shelves, and help conduct tasting events. America's distributors are brand builders. They work with brands of all sizes, and at various stages, to get to market and grow a customer base.

Wholesalers employ more than 88,000 Americans in jobs ranging from mixologists to importers, truck drivers, warehouse workers, sales and logistics experts, office workers and administrative personnel all working towards getting quality product on shelves and to American consumers.

While your local distributor provides invaluable expertise in your marketplace, helping you to align your on- and off-

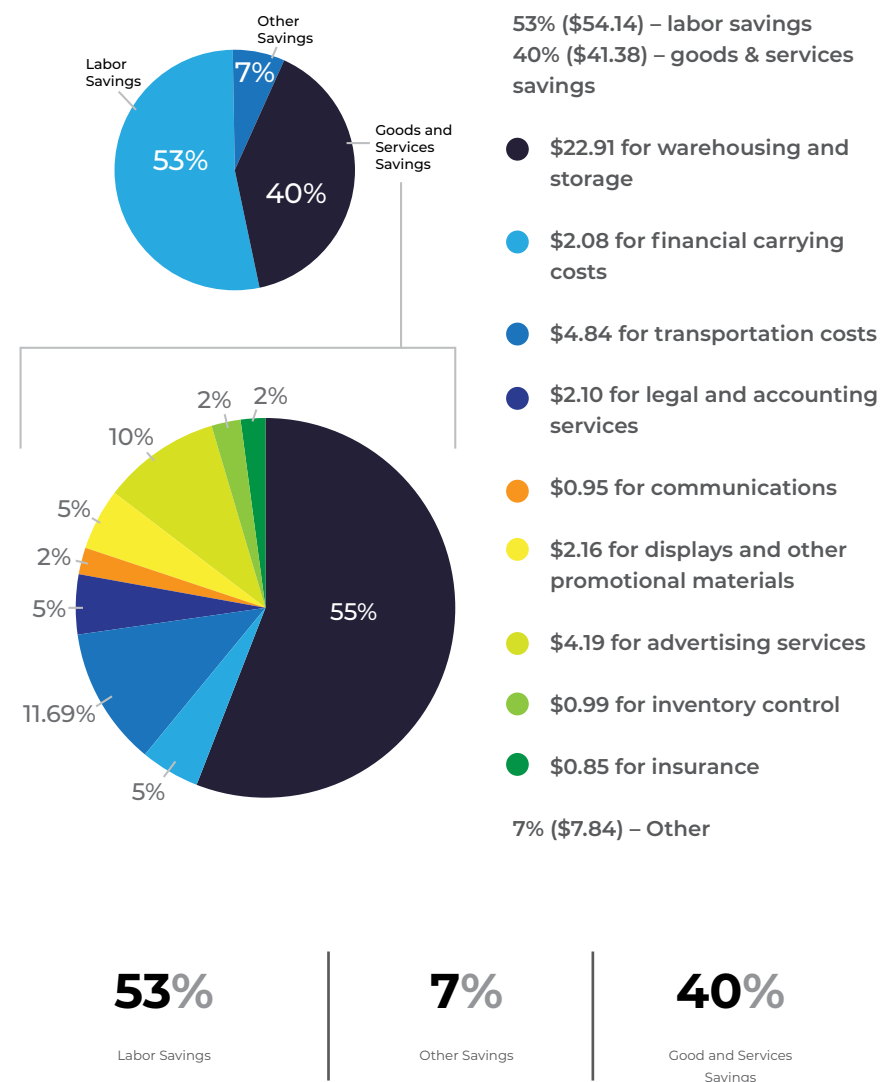
premise strategies and meet your business development goals, they can help to generate significant value toward your bottom line.

For every \$1,000 worth of wine or spirits sold to consumers, the cost of production for wineries and distilleries is roughly \$278.88. Wholesalers add another \$103.36 in value.

Of this, 40% (\$41.38) goes towards goods and services provided by wholesalers that would otherwise need to be managed and maintained in-house and 53% (\$54.14) is almost entirely direct savings from lowered labor costs. In total, **wholesaler partners save America's wine and spirits producers and retailers as much as \$11.4 billion in direct operating costs¹.**



For Every \$1000 worth of wine and spirits sold to consumers, America's Wine & Spirits Wholesalers save wineries and distilleries roughly \$103.36



The Economic Value of America's Wine and Spirits Wholesalers. John Dunham & Associates. August 2021.

Retailer Margins



Wholesalers also perform valuable services for retailer partners like stocking shelves, maintaining inventory, and collecting and remitting state excise tax. Without their wholesaler partners, America's wine and spirits retailers would struggle as they already have generally low profit margins.



#01



Private Liquor Stores

Private Liquor Stores have an average profit margin of

3.0%

#02



Convenience Stores

Convenience stores have an average profit margin of

2.5%

#03



Grocery Stores

Grocery Stores have an average profit margin of

2.9%

#04



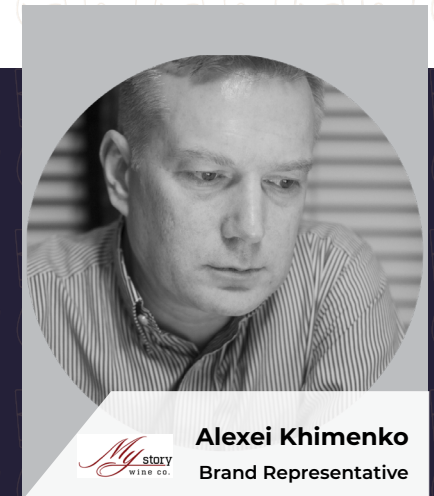
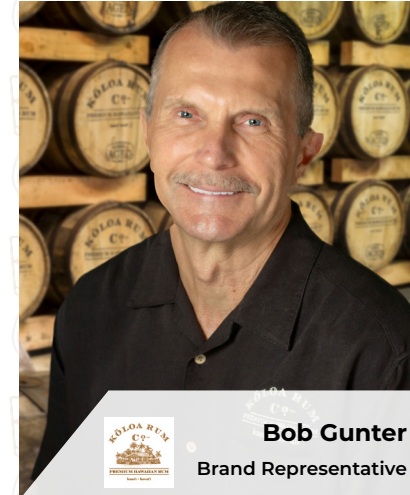
Restaurants and Bars

Restaurants and Bars have an average profit margin of

4.5%

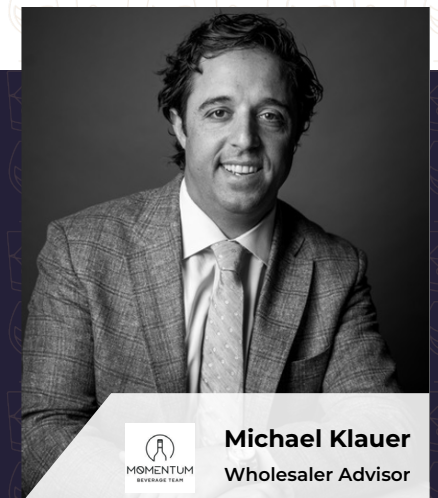
The 2021 WSWA Access Advisory Council

Who is the WSWA Access Advisory Council?



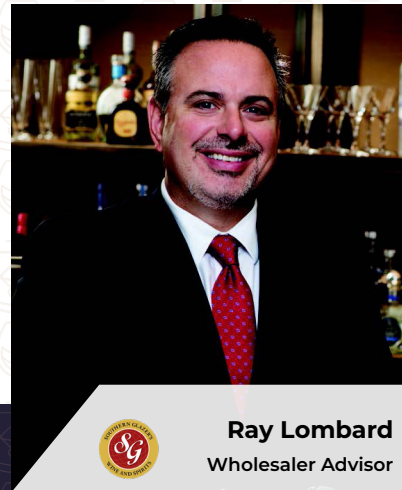
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Sponsor Prospectus

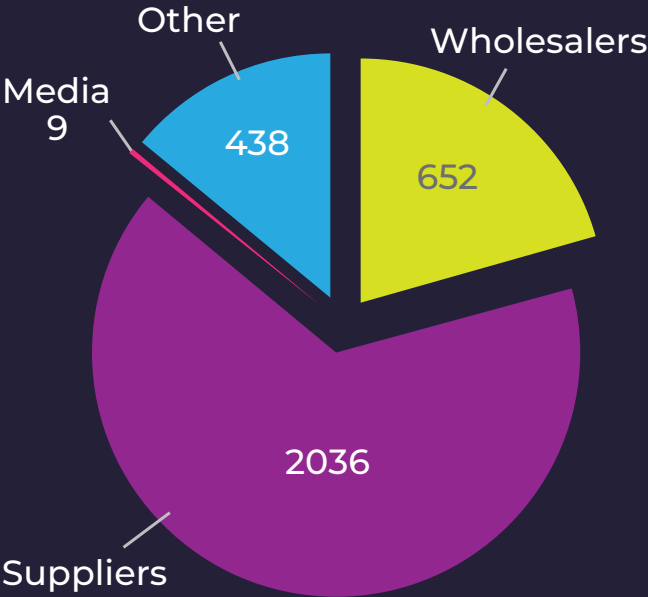


Looking to get in front of the WSWA Access Audience?

WSWA Access offers a variety of sponsorship opportunities for industry experts, veterans, service providers and vendors to get in front of growing craft, startup and small production wine and spirits brands and their wholesaler partners. From e-commerce solution technologies to label design and marketing strategy – the Access audience is hungry for resources and opportunities to network with the industry’s top talent.

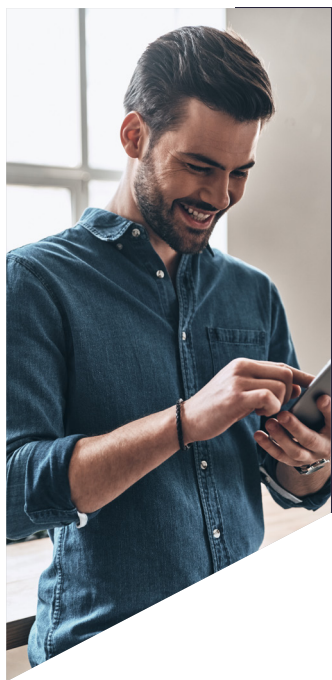


WSWA Access Virtual Programming Demographics



- Wholesalers - 22%
- Suppliers: - 67%
- Other - 14%
- Media: - 1%

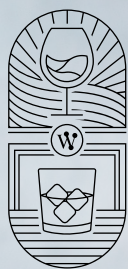
Total Audience: 15,000+



Valuable Clients



If you are interested in getting your brand highlighted in the WSWA Access Distribution Playbook contact our Business Development Team at access@wswa.org. Not sure one of the options below is for you? Our Business Development Team will work with you to customize a sponsorship opportunity that fits your brand's needs.



WSWA • ACCESS

Ad Space & Cost

Full Page

\$1500

Half Page

\$975

Quarter Page

\$750

Full Page

1/2 Page

1/4 Page
Horizontal

1/4 Page
Vertical





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