



# Choosing a Distributor

Or “heaven and hell.”

CCBA Fall Conference

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dis·trib·u·tor

*noun*

noun: distributor; plural noun: distributors; noun: distr.

1. an agent who supplies goods to stores and other businesses that sell to consumers.

"a wholesale liquor distributor"

2. a device in a gasoline engine for passing electric current to each spark plug in turn.

## Important Considerations:

1. VISIT the Market!
  - a. Why is this important?
2. Number one goal: Find the BEST distributor!
  - a. How to do this?
3. Sometimes, the best distributor and you are not compatible. In this case, it's important to find the best distributor for YOU.
4. Large book/small book
5. Footprint issues
6. Competitive brands
7. What is their relationship like with their anchor brands?

Important Considerations:

Ask the RIGHT questions... It's ok to want the answer.  
If you don't feel like you got that answer – may be a red flag.

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# What is important to know?

- Org Chart – who's in the room and what do they do?
- Market Overview – demographics? Is that important? Depends.. Also ask for a coverage map detailing how they fit with those around them.
- Portfolio – In house competition; sometimes too many competing styles is a consideration. What are their trends? By style?
- Retail Account Base - On and Off Premise by type. Chain market or independent? Craft centric account list very important for two reasons: 1. Do they call on these types of accounts/have a craft team? 2. Do they even get craft? You'd be surprised..

# What is important to know?

- Sales Team
  - # of sales reps (on and off premise)
  - Average # of accounts visited per day (sales reps and merchandisers)
  - Craft dedicated managers / reps
  - Day-to-day responsibility and call frequency
  - Overview of shelf space / planning program
- Compensation and Planning
  - How do they pay their reps? Important for you to know going in..
- What is YOUR opportunity? You should absolutely ask them. Will give you a read on whether they are bullish or bearish on your brands. Too bullish not good either



## What is important to know?

- Business Planning Cycle – How do they do this? Incentives? PFP?
- Training – Are they developing their people?
- QUALITY ASSURANCE ('nuff said)
- Events and Sponsorships – Are they an active member of the community?
- Tour – See the building. Clean? Orderly? Could tell you a lot

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THANK YOU FOR YOUR TIME!

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