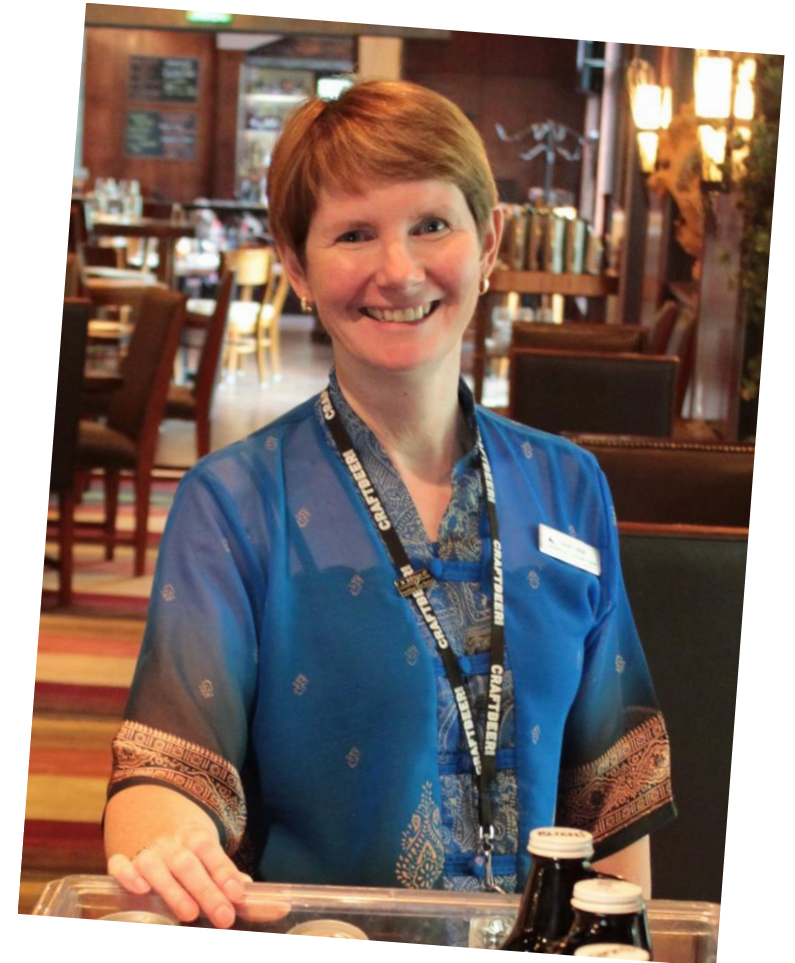
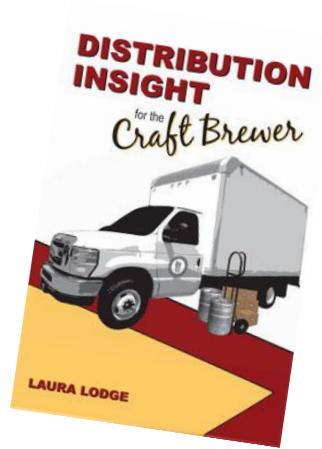




Working with your Distributors & Off-Premise Accounts during COVID-19

Laura Lodge, Author/Consultant



The Wild Wild West – everywhere.

- Many exceptions to existing LED/ABC laws happening right now.
- Distribution largely remains the same, but hobbled and uncertain
- Retail is all over the place in terms of operational model and functionality
- On-premise exists barely...but it does exist.

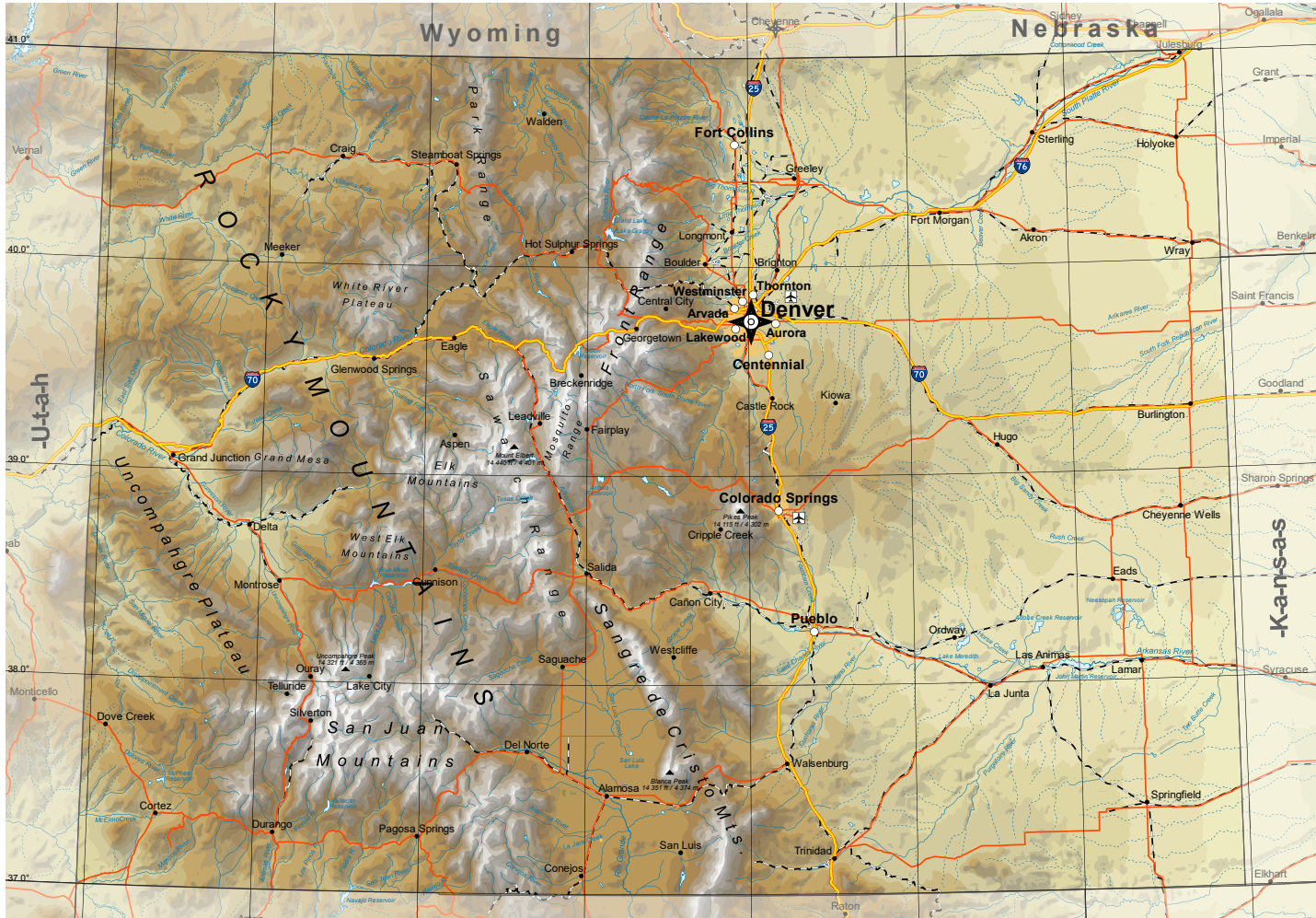


How do you manage this?

Laws are different in each state – especially right now. Pay close attention and watch for changes.



Colorado as an example of most everything:



- Small distributors
- Large distributors
- Small off-premise
- Large off-premise
- Chain stores
- Urban areas
- Rural areas
- Resort areas
- Reverse seasonality

Map credit: Wikipedia

Distribution: What's happening?



Photo credit to Spiral Path
Yoga Center

Distribution: What's happening?

- Sales/Business Cuts – 25% - 60%
- Staff Cuts?
- Reduced Service or Territory?
- Reduced Ordering Flexibility?
- Changes in Ordering/Delivery?
- Changes in Product Inventory?
- Challenges with Draft Inventory?
- Off-Premise Sales
- Safety for Distribution Staff: Sales, Drivers, Merch

Retail: What's happening?



Photo credit to WNEP.com

Retail: What's happening?

- Sales/Business Cuts?
- Staff Cuts?
- Reduced Service?
- Reduced Ordering Flexibility?
- Changes in Ordering/Delivery?
- Changes in Product Inventory?
- Challenges with Draft Inventory?
- Promotions/Features/New Products?
- Safety for Retail Staff: Sales, Drivers, Merch

Major Challenges:

- Paralysis/Panic
- The unknown timeline
- Current inventory: brewery/distributor/retailer
- Illness possible on all 3 tiers at any time
- Changing restrictions & how they affect each tier
- Learning new ways to do things

Silver Lining:

- Time takes on new dimension
- Resources are available in this area for low/no cost

What's in the fairy dust?



Relationships



Communication



What are your goals?



- Help yourself by helping your distributor and retailer
- Be top of mind for your distributor, retailer, and retail customer

Where do I start?

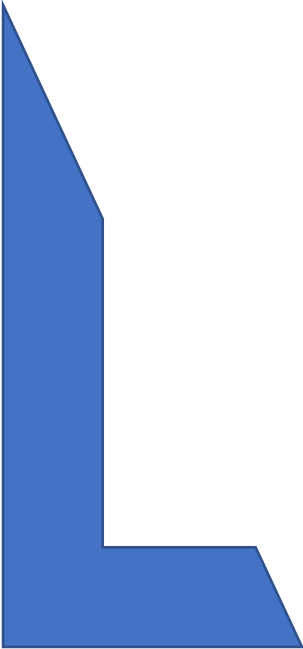
- Call your distributor/buyers (both)
- Ask them how they are doing personally
- Ask them about their team
- Ask them about business
- Ask them how you can help them

*If things aren't going well, call back later!



Ways you might be able to help:

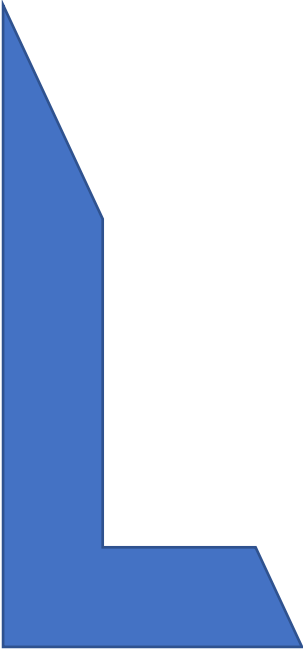
Set up a promotion to help move product

- Remember quantities will need to be smaller in this weird time
 - Ask them what's selling and what they think will help to move business
 - Ask how you can support their promotion online
 - Provide branding, sell-sheets, shelf-talkers, etc. electronically
- 



Ways you might be able to help:

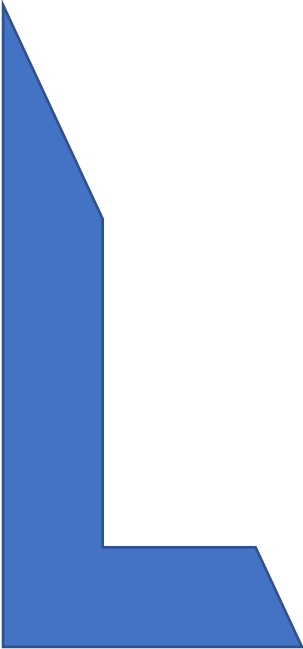
Roll out a new product

- What's coming up seasonally?
 - How can you spin it?
 - What do you have that's unique?
 - Are you supporting a cause?
- 



Ways you might be able to help:

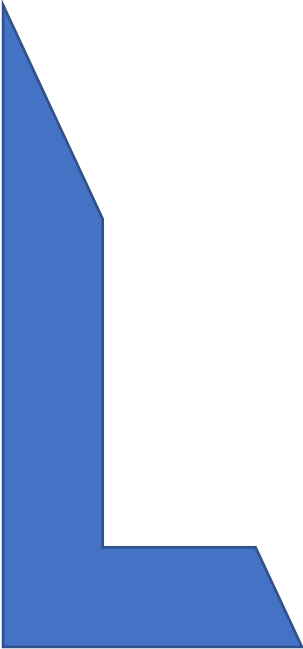
Use social media to inspire purchase

- 
- Online chats/tastings with the Brewmaster/owner
 - Virtual brewery tours
 - Online party/happy hour for rollout/feature
 - Virtual tasting room hours
 - Full marketing campaign for newest products, rotating features, seasonals coming up, etc.
 - If retailer also on social media, provide all info for them*



Ways you might be able to help:

If you're in grocery or c-stores:

- Who is doing the stocking?
 - Who is doing the merchandising?
 - How often?
 - Will you be in the store anyway or do you have someone willing to be?
- 

Education and Networking

Use this time:

- To master technology
- To create new marketing ideas
- To work on training programs for your team
- To connect within the industry
- To brainstorm with industry affiliates about specific marketing, brewing, and branding strategies
- To plan your re-opening, to connect with on-premise accounts and look forward in the strongest way possible.

Key take-away points

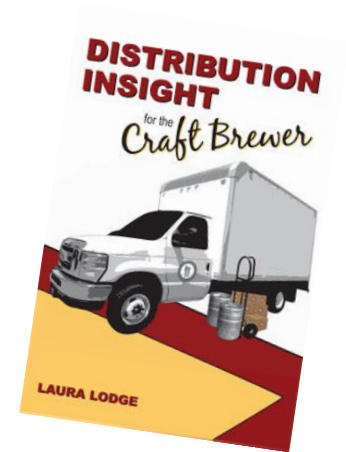
- Be considerate above all
- Be creative and flexible
- Practice observation & active listening within and without
- Master technology, marketing, networking
- Be prepared & passionate to re-open

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Questions, Ideas or Inspirations?

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Thank you for joining me
this afternoon!

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