



MAKER CONTENT CHECKLIST

Put your best foot forward with Buyers and have these fields complete in your LibDib account. While all fields are encouraged, the bold items are either required or strongly recommended based on feedback from our Buyers.

Enter winery, distillery, or brand information:

- Website**
- Social Links**
- Yelp/TripAdvisor Links
- Brand Story; 1-3 paragraphs describing your brand**
- Select Keywords that describe your brand; ie. organic, family owned, award-winning**
- Upload logo (minimum size requirements: 500 px width by 500 px height)**
- Upload a brand video (add the YouTube or Vimeo links)
- Upload Collateral; sell sheets, POS or PDF of offering presentations**
- Add any awards/acclaim, online reviews/mentions**

Enter product information (for each product):

- Type (wine, gin, whiskey, rum etc.)**
- Bottled in the USA (Y/N)**
- State**
- Proof/ABV**
- Label Name**
- Upload: bottle image, front label, and back label (1000px by 1000px or larger size is recommended)**
- Add package information, bottle size, and case sizes available**
- Pallet information (for club and chain buyers)**
- Bottle story**
- Recipe / Approach
- Tasting Notes**
- Select keywords that describe your product; ie woman owned, farm-to-table, award winning, etc.
- Upload Collateral, product specific reviews, tasting notes**

Enter product pricing information:

When entering pricing, do not forget to factor in the shipping cost to your Maker price. The Wholesale price will auto-populate with the LibDib margin included.

- 1 case pricing**
- 2 or 3 case discount pricing**
- 5 or 10 case discount pricing**
- One layer discount pricing**
- Half pallet discount pricing**
- Full pallet discount pricing**

For additional support, you can find more information at <https://help.libdib.com/>