



PRESTIGE IMPORTS, LLC

Brand Management and Distribution

Prestige Imports LLC

14 Belleview

Mt. Clemens, MI 48043

Office (586) 463-9400

www.prestigeimportsllc.com



PRESTIGE IMPORTS, LLC

Brand Management and Distribution

MISSION STATEMENT

Our mission is to provide suppliers or brand owners with an effective, sales driven, nationwide distribution network of wholesalers dedicated to building brands through experience, financial stability and knowledge of local markets.



Brand Management and Distribution

EXECUTIVE SUMMARY

- Since 1997, Prestige Imports LLC is a licensed TTB / ATF importer, exporter and wholesaler of alcoholic beverages. We have the fastest growing national network of liquor, wine and beer distributorships in the United States. Our network is comprised of well-established, capital rich, highest frequency & quality of calls and have the best relationships with small to large chain retail accounts.
- We are very unique. We manufacture and own several brands along with managing many others. We are not interested in duplicating brands within our portfolio nor having identical products competing within the same price range. We are lean and mean and provide many value added services our competitors do not provide. We implement your marketing strategy and advertising programs.



Brand Management and Distribution

What Is A National Brand Manager

- Prestige performs several services upon your request as National Brand Manager, they include the following, product design / sourcing, manufacturing, distributor recruitment, compliance, product launch and brand building.
- We provide each distributor with a Distributor Service Representative that is responsible for every aspect of launch, distribution success and long term profitability. Your company retains ownership of the product. We simply manage your products while managing ours through the same network of highly functional distributors.

Brand Management and Distribution



Brand Management

- **Design**
- **Distributor Recruitment**
- **Distributor Marketing Deck**
- **Distributor Service Representatives**
- **Brand Building Case Studies (See Attached)**
- **Compliance, Product Licensing and Registrations**
- **Product Launch and Market Visits with Distributors**
- **Making the Case: Chain Store Presentations & Sets**



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Design & Creating A Buzz

- **Design COLA's**
- **Design Distributor Sales Sheet and Distributor Programming**
- **Design Marketing Deck with Important Distributor Info.**
- **Design Highly Functional Product Website and Online Sales**
- **Design/Implement Social Media, Press Release and POS**
- **Design and Forward Chain Store Presentations to Sales Reps**
- **Design Pricing Schedules for Distributors after approval**

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Distributor Recruitment

The distributor recruitment starts with a great looking package, marketing, distributor support and most of all margins, both retail and distributor. We start with forwarding presentations and samples to our beer distributors, then tier two and finally independents.

The three distribution networks are as follows:

1st Tier – AB, Miller / Coors Beer Distributors

2nd Tier – SWS, RNDC, Glazers and Charmer-Sunbelt, Young's, Johnson Bros, Premier & Wirtz

3rd Tier – Independents State Networks

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Prestige Imports Typical Distributor

Prestige Imports LLC distribution network is comprised of great paying, well established Anheuser-Busch, Miller and Coors beer distributors in over 42 states. We have the “Fastest” growing distribution network and have 25 times more beer distributors selling wines and spirits than any other company. Beer distributors are in every account a minimum of once weekly and have bi-monthly merchandizing teams.

Our Average Distributor – \$23,000,000 Annual Sales with 6 to 8 Counties, 16 to 20 Sales People, 700 to 1000 Accounts, 12 to 15 Trucks, Graphics Dept. and the “Best” Local Relationships than any other alcoholic beverage distributor.

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Distributor Marketing Deck

The single most important element in recruiting distributors is the marketing and support behind the product. On average, we contact over 20 decision makers and send out over 10 distributor decks to individual state networks / distributors. The deck includes product information, FOB pricing, marketing, advertising and most importantly distributor support / sales tools or POS. The deck must contain retail margins that include introductory pricing with a range of margins from single bottle to case purchases.



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Distributor Service Representative (DSR)

Our DSR's are the frontline sales force for each of our products and those products we manage. They know every email, phone number and assistant to all top tier distribution network's decision makers. They know how to craft introductory emails, talk distribution and more importantly, provide detailed notes and follow up.

Most distributors have filters / receptionists to eliminate unwanted calls and emails, we know the contacts. They build the brand after product launch with weekly calls, emails and case studies with distributor brand manager and on / off-premise managers.



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Brand Building Case Studies

Case Studies are used by our DSR's to share brand building success stories to our national network of distributors. We encourage every distributor to submit their success stories in exchange for golf shirts, cash cards or product. Every two weeks we send the individual case study to managers and add the study to our collection to be reviewed by new distributor management. This is a great way to take a sales force weaknesses and simply implement a proven tactic to increase sales and customer pull through.



LICENSED

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Compliance, Brand Licensing and Registrations

Prestige Imports LLC only charges minimal charges for registering brands in states using our state license. Our compliance manager can save thousands of dollars per label to our clients. The clients must simply write a letter giving Prestige Imports LLC the right to register and market the product through licensed distributors. Clients must provide Prestige Imports LLC with minimum 25 COLA's copies for each SKU and provide detailed product information, UPC's, pallet information and product weights.



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Warehousing, Shipping and Customs

Prestige Imports LLC can also arrange the set up of accounts for warehousing and shipping. You may also use our services to handle the paperwork and scheduling of inbound and outbound loads, split orders and shipment preparation from the warehouse. We also can arrange the shipment to your distributors for delivery of your product by scheduling, provide BOL, track shipment, schedule delivery appointment with distributor warehouse and trucking company. We provide the use of our customs bonds and brokers for all imported products.

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BLAST OFF TO MARKET

Product Launch & Market Visits / Distributors

The product launch is by far the most expensive element of rolling out a new brand. Costs include, introductory pricing, sales incentives, airfare, hotel, car rental and lunches / dinners. The roll out includes market visits where the launch team / person visits and presents products to key accounts, chains and on & off-premise retail accounts. The ideal launch person has great sales and communication skills. Your second and most difficult option is to locate and hire a statewide brokers to perform said duties and services.

SUMMARY

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Summary

There is no group in the United States that can walk into any distribution network and demand they purchase and sell any given product. Prestige Imports LLC has developed a cost effective method of recruiting distributors and rolling out products. Product owners need the following items to be provided to Prestige Imports LLC.

They are as follows:

- 1) Samples of Each Product**
- 2) FedEx Account Number**
- 3) Point of Sale Materials**
- 4) Email Addresses (8 People)**
- 5) Warehouse & Shipping**
- 6) Marketing & Advertising**



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Brand Owner Summary of Costs

- 1) **Recruitment Cost: One Time Overhead Cost**
- 2) **Brand Building Cost: \$10.00 -\$18.00 Per 12 Bottle Case**
- 3) **Launches: Client Provides 100% Roll Out Cost**
- 4) **Market Visits: Pays % of Products Represented w / Visit**
- 5) **Point of Sale, Marketing & Advertising: 100% Client's**
- 6) **Compliance: Minimal Cost Use Our Licenses (Some Exceptions)**
- 7) **Warehousing & Product Shipping: Clients Cost 100%**
- 8) **Samples: We set up an account under suppliers name.**