



**GROW YOUR BRAND THROUGH DISTRIBUTION:
HOW EMERGING BRANDS LAUNCH AND SCALE
PROFITABLY**

SPEAKERS



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Agenda

Launching



**Learning to
Collaborate**



Scaling



**Distributor
Synchronization**



**Market
Expansion**



LAUNCHING

Local Market Launchpad

**Avoid Deep Discounts
When Launching**

Focus on brand experience to protect margins

**Simplify the Lives of
Your Distributors**

Perfectly sync pricing, SKUs, and retail commitments

Scale to Chains

Use depletion data, then proactively manage inventory and forecasts



LEARN TO COLLABORATE

Third Tier Complexity



Simplify the Workflow

Focus on making the distributor's job as easy as possible to ensure your brand is prioritized.



Synchronize Operations

Align your pricing, SKU numbers, and retail commitments perfectly to avoid logistical friction.



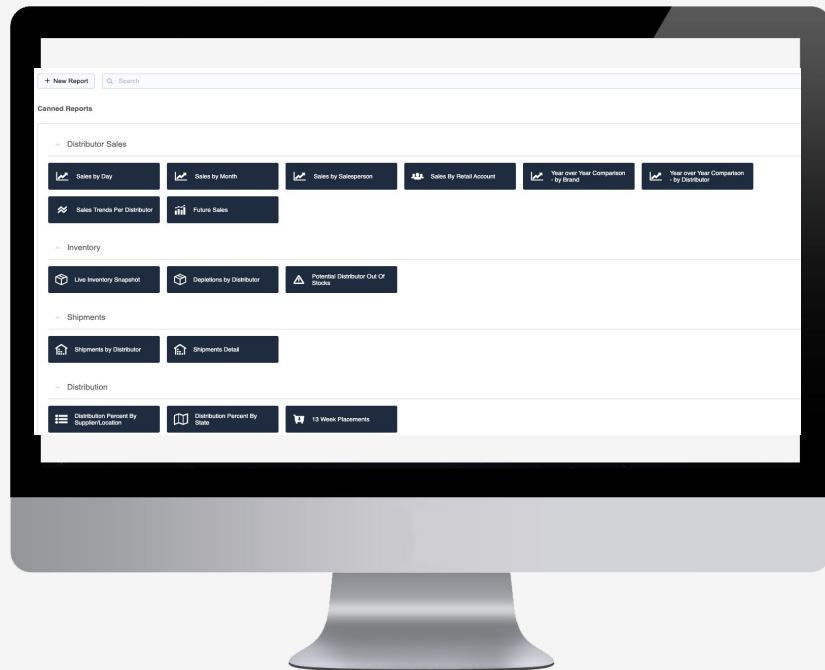
Deliver "Clean" Wins

Provide profitable, trouble-free drops that eliminate the need for troubleshooting and build long-term preference.

SCALING

Mastering the Local Market

- 1 Leverage Depletion Data:** Use proven sales volume from independent accounts as "hard currency" to demonstrate that your product actually moves off the floor.
- 2 Make Data-Driven Asks:** Avoid vague requests for "support." Instead, present chain buyers with specific shelf placements and price points backed by existing throughput stats.
- 3 Scale Toward National Players:** Treat C-store success as a volume multiplier, using the resulting scan data to build a winning case for big-box and grocery giants.



DISTRIBUTOR SYNCHRONIZATION

Mastering Distributor Execution



Eliminate Out-of-Stocks

Shift from passive "checking in" to proactive inventory management, as OOS errors at the chain level cause irreparable damage to buyer relationships.



Implement Surgical Forecasting

Provide distributors with 30, 60, and 90-day look-aheads to ensure they have the floor stock necessary to support promotions and mandates.



"No-Surprise" Communication

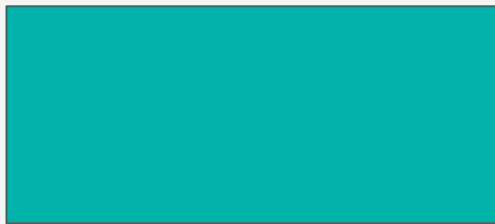
Ensure distributors are briefed on new mandates and "first fill" execution plans long before they receive an automated purchase order.

MARKET EXPANSION

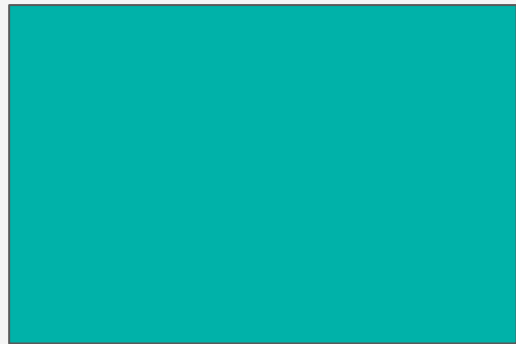
Beyond Local



Enter as a Proven Operator: Use your professional track record and profitable volume to transition from a brand "begging" for space to one that distributors actively compete to represent.



Demonstrate Operational Maturity: Leverage your experience in margin management and logistical communication to prove you can secure Points of Distribution (PODs) without causing friction.



Showcase "Pull-Through" Reliability: Highlight your brand's ability to move consistently from the warehouse to the shelf, ensuring distributors that your product generates active velocity rather than idle inventory.

SUMMARY

Master the Partnership

Operational Excellence: Build distributor preference by delivering "clean" wins—perfectly synced SKUs, pricing, and retail commitments that eliminate troubleshooting.

Ease of Execution: Simplify the distributor's workflow to ensure your brand is the one they want to put on the truck, protecting your margins through professional reliability rather than deep discounts.

Leverage Data to Scale

Evidence-Based Growth: Use depletion data from independent accounts as "hard currency" to secure chain placements. Replace vague requests for help with specific, data-backed asks for shelf position and price points.

The Volume Multiplier: Treat C-store success as a bridge to national players, using scan data to prove "pull-through" velocity to big-box and grocery giants.

Professionalize the Logistics Game

Surgical Inventory Management: Eliminate Out-of-Stocks (OOS) through 30/60/90-day forecasting and a "No-Surprise" communication rule, ensuring distributors are prepared for mandates long before the PO arrives.

Market Expansion: Enter new territories as a proven operator. Transition from "begging for space" to being a brand that distributors compete for based on your track record of operational maturity and consistent velocity.

How can you start taking control of your growth?

Because scaling a brand requires moving from "guessing" to precision...



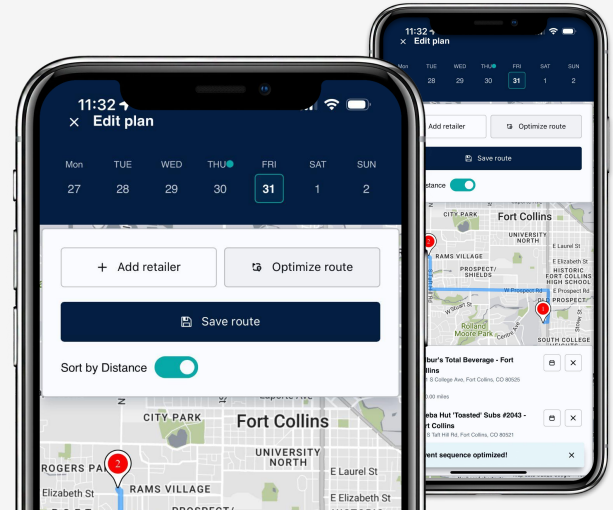
MAKER-TO-MARKET FOR THE MODERN BEVERAGE INDUSTRY





Designed to handle the complex data loops and logistical transparency required to win, Orbit empowers:

- **Own Your Depletion Data:** Instantly turn warehouse numbers into the "hard currency" you need to win over chain buyers and big-box giants.
- **Master the 90-Day Forecast:** Stop reacting and start planning. Use automated inventory tracking to provide distributors with the surgical forecasting that prevents OOS catastrophes.
- **Seamless Territory Expansion:** Centralize your track record of PODs and margins, making it easy to prove your brand's "pull-through" to new distributors in any market.



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