



**MDM WINES**

NATIONAL WINE SALES  
PROGRAM

# Our Program

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- MDM's National Sales Program is unique in the wine industry. A hybrid model taking aspects of both traditional distributor and broker sales models. We created an operating framework to provide the winery brand control while leveraging the sales channel of a distributor network.
- Wineries set their FOB prices, MDM fees are added to FOB fees. Fees are based on state penetration.
- MDM pays all state fees and files all necessary state paperwork

# Partnership

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Task	Winery	MDM
Sales		X
Provide Samples	X	
Manage Samples/Shipping to Distributors		X
Storage	X	
Order processing		X
Order coordination with Winery/Whse/Distributor		X
Shipping coordination Winery/Whse/Distributor		X
Billing/Collection/Account Reconciliation		X
State Compliance		X
Sales/marketing material/Distributor Support		X
Non-compete with assigned states	X	
Referrals to assigned states	X	

# MDM Program

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- Sample shipping: Included
- Sample Management: Included
- State Compliance: Included
- Monthly State Filings: Included
- Marketing Material: Included
- State Label Registration: Included
- Accounts Receivables: Included
- Training Material: Included
- Distributor Support: Included

MDM fees added to FOB price



# MDM States

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- **Pacific Northwest:** Oregon, Washington
- **Mountain States:** Colorado, Utah, Wyoming
- **Midwest:** Illinois, Ohio, Indiana, Wisconsin,
- **Southwest:** Oklahoma
- **Mid-Atlantic:** Pennsylvania, Maryland, DC
- **Southern States:** Virginia, Georgia, Tennessee, Kentucky
- **Western:** Hawaii

States where MDM has held licenses and registered to conduct business.

