

Merchant23 Inc.

Buyer's Guide

Distribution Simplified

THE MERCHANT23 MODEL

Merchant23 makes adult beverage products more affordable and accessible to the trade. After listening to the needs of retail, restaurant, and bar Buyers, we created a searchable online marketplace of wines. On merchant23.com, Buyers can legally purchase wines directly from Sellers - all at wholesale prices.

How is this possible? Merchant23 is partnered with Distributors in 47 states for clearing and compliance, allowing nearly any Buyer to purchase any product on Merchant23.com! Our dedicated compliance team works diligently with each states' unique alcohol laws to ensure the most efficient transactions possible.

We believe Buyers deserve simplicity and transparency, so on Merchant23.com there are no hidden fees.

Shipping, taxes, Distributor fees, and licensing are already covered. That way, the price you see is the price you pay!

This is Distribution Simplified.



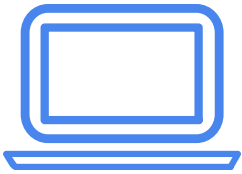
HOW IT WORKS

Sellers



Wineries register as Sellers to showcase their inventories and sell their wholesale wines nationwide.

Merchant23.com



The Merchant23 marketplace displays all products at wholesale prices. The marketplace is equipped with search features, smart filters, the ability to order samples, and create purchase orders.

Buyers



Retailers, Restaurants, and Bars register as Buyers to view products, order samples, negotiate pricing, and make purchases directly from Sellers.



THE THREE-TIER SYSTEM WITH MERCHANT23

1) Retailer finds the right wines for their customers



2) Retailer places their order direct with the winery



3) The wine is cleared through an in-state Distributor



4) The wine is delivered to the Retailer



5) Retailer resells wine to Consumers



TESTIMONIALS



OWNERS KASTANIA VINEYARDS

hoot and linda smith

Merchant23 has successfully helped me reduce my inventory when others have fallen short. I have struggled to find a distributor to rep my small winery. Now there is no need.



MARK BRIGHT - CO-FOUNDER

sommelier - saison san francisco

Merchant23.com has given me the freedom to order samples, taste them with my team and purchase wine with ease. This tool is going to change the wine sales industry for the better. I am excited to see the evolution of this company!



DIRECTOR OF OPERATIONS - JOSEPH CELLARS WINERY

winery rick healy

Now that I have completed the information. I just put in the wine we would like to sell? Wow, so simple!



FAQS

Which states does Merchant23 have distribution partners in?

Merchant23 is partnered with distributors in every state excluding UT, PA, and OH.

Can I order other wholesale wines not listed on Merchant23.com?

In most instances, yes! If there's a specific producer or product you'd like to carry which is not currently available to you through in-state distributors, you can buy it through Merchant23. Email

BuyerSupport@Merchant23.com for more details.

What are the three different prices per product on Merchant23.com?

- **1-27 Cases Landed** is the total cost a Buyer will pay for orders ranging from 1-27 cases. **Landed prices include all shipping, distribution fees, and taxes.*
- **28+ Cases Landed** is the total cost a Buyer will pay for orders of 28 cases or more.
- **FOB price** is the cost a Buyer would pay if they are going to pick up the wine from the Seller and do their own shipping, taxes, clearing and compliance.

FAQS CONT.

Who is my in-state distributor?

Merchant23 is partnered both small, local distributors as well as large, regional distributors. Interested in who your in-state distributor will be? Email

BuyerSupport@Merchant23.com with the state(s) you're in!

I've created a purchase order on Merchant23.com, now what?

Orders from Merchant23 arrive in 1-6 weeks *depending on your states' unique laws*. States that require price posting, wait periods, etc. have longer waiting periods. Your Merchant23 Account Executive will keep you up-to-date on your order status.

Do I pay the Seller or the Distributor?

When you receive an order from Merchant23.com, you will pay the distributor of record, as always. The distributor then pays the Seller for obvious legal purposes.

Why wasn't I using Merchant23 sooner?!

We're not exactly sure, but we are very glad you're here now!

LEARN MORE

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