

# FOUNDATIONS™

## wine & spirits

### Grow Faster. Focus on the Big Things. Stop Overpaying.

You focus on sales and we handle the rest.

FOUNDATIONS™ is a complete program for wine and spirits that let's you focus on sales: the only thing that matters.

We do the rest: permitting, PO processing, invoicing, arranging delivery and compliance. We do it faster, more efficiently and less expensively than doing it yourself or outsourcing.

The US alcohol beverage industry is one of the most complex and regulated in the country. Don't be fooled into thinking it's merely paperwork.

Wine and Spirits brands that use FOUNDATIONS™ grow faster than their peers.

Imagine how much more you could do with more time and money.

### BENEFITS TO YOU AND YOUR BRAND

- You focus on your sales and growing your business; not paperwork.
- The unglamorous, core functions are handled swiftly, accurately and less expensively.
- A single per-case fee covers all core functions. No longer are you trying to coordinate many vendors and being nicked and dimed.

### OUR DIFFERENCE Exceptional Service



#### CUSTOMER SERVICE

- Immediate response
- Account Concierge



#### FAIR PRICING

- Per case, based fee
- Inclusive pricing
- No hidden charges



#### BI-COASTAL OFFICES

- Philadelphia PA
- Los Angeles CA



#### PROFESSIONAL STAFF

- Ph.D., M.B.A., & J.D. staff

..... THE .....  
**American Spirits**  
EXCHANGE  
LIMITED  
PHILADELPHIA · PENNSYLVANIA

## PERMITTING

### CORPORATE

- Federal Basic Permits
- Corporate state registration

### BRAND LEVEL

- International FDA clearance
- Federal COLA approval
- State level brand registrations
- NABCA registration
- GS 1 registration

## COMPLIANCE

### MONTHLY COMPLIANCE

- State-level monthly compliance

### DATE MANAGEMENT

- PO, inventory and account reporting

### DATA RECORDS

- Long-term data storage
- Data redundancy for records and compliance
- Recordation and export for analytics and third-party integration (i.e. depletion analysis)

## BACK OFFICE

### PO PROCESSING & BILLING

- PO receipt and processing
- Invoicing and billing
- Acceptance of payments
- PO level accounting
- Coordinating payment of essential fees, as required

### LOGISTICS

- Shipment of international products into US
- Oversight of PO fulfillment (warehouse to warehouse)
- Arranging domestic freight, as needed
- Preparation of sample shipments

## EXTRAS

### GET MORE OUT OF YOUR BUSINESS:

- ASE Insight™ - Business Intelligence and Analytics
- Warehousing - east and west coasts
- Financial Services - PO factoring & AR credit

## PRICING

- One price covers everything
- Based upon cases sold
- No nickel and dime fees
- Honest, transparent and fair
- Automatic volume discounts

	COMPETITION	ASE
<b>PERMITTING</b>		
Corporate Permitting (est. per year)	\$24,000	✓
State Brand Registrations	\$150 / hr	✓
<b>BACK OFFICE</b>		
Monthly Minimum	\$2,500	starting from \$500
Misc. Admin Fees (e.g. invoices etc.)	\$\$\$	✓
Billing of your clients (per case)		
Direct Import		\$1.00
Wholesaler (Reg. PO)	\$3.75	\$2.00
<b>COMPLIANCE</b>		
Monthly Minimum	\$700	✓
Hourly Rate	\$150 / hr	✓