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Choosing a Beverage Distributor

It doesn't matter how good your beverage is, whether you're a Minnesota microbrewery or soft drink manufacturer, if you don't have a system of distribution in place, there is no way to connect potential customers to your product. That's why selecting the right distributor is crucial to the success of your company. There are two ways to distribute your product: you can self-distribute, or you can partner with distributor.

Self-distribution

Self-distribution can be rewarding in that it can help increase awareness of your product within your market. With self-distribution, you deliver directly to your customers, which can help you establish healthy, long-term relationships.

However, self-distribution has some drawbacks. According to Minnesota law, if you sell a malt-liquor product, you cannot self-distribute if you produce more than 25,000 barrels a year. If you want to expand your business production, you might not be able to self-distribute.

Another drawback to self-distribution is that you are on your own in every area of distribution. You bear the cost of purchasing and maintaining your own trucks and hiring drivers. You're also on your own in terms of package design, merchandising, and sales. If you want to focus on what you do best, producing a high-quality beverage, you might find self-distribution a hindrance.

Partnering with a distributor

When you partner with a distributor, you engage in a long-term, intimate relationship with a business that is (or should be) concerned with the success of your company. A distributor has expertise in the areas of sales and distribution that goes beyond the delivery of your product to your customers. When you partner with a Minnesota beverage distributor, you get a team that can help you increase your profits with eye-catching package design, merchandising, and sales.

Package design

The design of your product's package is a statement about your beverage and company. The package your beverage is delivered in is much more than a cardboard box. Your packaging design should make your product stand out from the competition because a potential customer takes only seconds to make a purchasing decision. Many distributors have a team of graphic artists and designers who can design your package in a way that catches your customers' attention and increases your sales.

Merchandising

A distributor can provide merchandising support by designing and creating point-of-purchase displays. Countertop and stand-alone displays place products in convenient places to promote impulse and last-minute purchases.

Sales

While a smaller business might not be able to hire a sales team, a beverage distributor will already have an experienced sales team with established clients. An effective sales team can help develop a marketing strategy that is customized for your company, products, and customers.



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Conclusion

Though self-distribution can be both challenging and rewarding, partnering with a distribution company can expand business in ways that you cannot do alone. Not only can a distribution company transport your product farther than you can on your own, they have the infrastructure to provide the product design, merchandising, and sales support you need to take your business to the next level.