



# PROPOSAL KIT SAMPLE

## Beverage Distributor Product Sales Sample Proposal

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Cover Letter, Title Page, Table of Contents, Market Trends, Wholesale Price List, Company Information, Products, Facilities, Distribution, References, Suppliers, Back Page

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Read this article for more help - [How to Write a Vending Business Proposal](#)

Martin James  
General Manager  
BuyLokal Markets  
8500 Raven Circle  
Memphis, TN 38002

Mr. James,

Congratulations on expanding your chain of BuyLokal Markets! It's an exciting development for TN consumers to have access to more of your stores.

Did you know that Sunshine Beverage Company stocks and delivers many beverages from local suppliers? These include craft beers from Best2You Brewery and Walkner Brewing Company; exotic flavored waters, sodas, and mixers from Soda Plus Creators; more than 16 different wines from members of the Backhill Vineyard Association, and the wonderful whiskeys from MacEnroe Whiskey Distillery.

We have distribution centers around TN, many close to your various outlets.

Please review the enclosed proposal to see how we can help your business sell more local products. We will call you soon to schedule a meeting. We're looking forward to doing business with you!

Sincerely,

B.J. Boxer  
Contracts Manager  
Sunshine Beverage Company  
555-555-5556  
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[www.SunshineBeverage.com](http://www.SunshineBeverage.com)



# PROPOSAL

## **How to Increase Your Local Beverage Sales**

Prepared for:            Martin James  
                                  General Manager

Prepared by:            B.J. Boxer  
                                  Contracts Manager



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## MARKET TRENDS

Decades ago in the United States, a handful of soda suppliers owned the market; a few big beer companies had their products in every bar, and California and New York supplied wine for the domestic market.

Wow, has the market changed! In the last decade there has been an explosion of craft beverage companies that now have substantial market share, and their Made in USA products are in demand across the country.

We believe this trend is likely to continue for the foreseeable future, because who wants to give up variety? That's why we specialize in offering a wide array of beers, wines, spirits, and nonalcoholic products to our customers. Health clubs can order vitamin waters and juice drinks; nightclubs can specify specialty flavors of vodka; and restaurants can stock a variety of products to keep their customers satisfied.

We currently offer nearly 300 products, and we expect this number to grow to 350 next year. We plan to open a new distribution center and add more delivery trucks to handle the increased demand for specialty products.





# PRODUCTS

Sunshine Beverage Company distributes a wide array of alcoholic and non-alcoholic beverages. The following list is a general description of what we can offer you.

▶ **Beer**

We currently offer a wide selection of 36 domestic beers, 57 imported beers, and 75 craft beers, and we're always adding new ones.

See our complete list of beers online: [www.SunshineBeverage.com](http://www.SunshineBeverage.com)

▶ **Wine**

We offer 85 domestic wines and 34 imported wines, and we add to this list as our suppliers bring new products to market.

See our complete list of wine selections online: [www.SunshineBeverage.com](http://www.SunshineBeverage.com)

▶ **Spirits**

We offer 22 types of rum, vodka, whiskey, and liqueurs.

See our complete list of spirits online: [www.SunshineBeverage.com](http://www.SunshineBeverage.com)

▶ **Non-alcoholic Drinks**

We offer sodas, teas, flavored waters, and juice drinks from 20 different suppliers.

See our complete list of offerings online: [www.SunshineBeverage.com](http://www.SunshineBeverage.com)

## Summary

As you can see, we are the distributor of choice for many different suppliers. If you don't see what you're looking for here, just ask—odds are that we can deliver it for you!





# WHOLESALE PRICE LIST

The following is general information about wholesale prices we offer.

▶ **Craft Beers**

Average Wholesale Cost: \$1.99/12-ounce bottle

Suggested Retail Cost: \$3.75/12-ounce bottle

▶ **Wine**

1.5L bottle

Average Wholesale Cost \$200/case

Suggested Retail Cost: \$300/case

▶ **Spirits**

See our web page at: [www.SunshineBeverage.com](http://www.SunshineBeverage.com)

▶ **Sodas/Flavored Waters**

Average Wholesale Cost: \$.59 /12-ounce bottle

Suggested Retail Cost: \$1.29 / 12-ounce bottle

## Notes

We also offer volume discounts. See our Discounts page online.





# DISTRIBUTION

Sunshine Beverage Company has five distribution centers in West Tennessee. We deliver products to nearly 300 different locations in all counties situated between the Mississippi River and the Tennessee River.

Following are just a few of the satisfied customers within our network.

## Restaurants

- ▶ Tennessee Tucker Restaurants (15 locations)
- ▶ Old Style Cafés (10 locations)
- ▶ Nesselman's Delis (26 locations)
- ▶ 47 individual restaurants

## Bars, Pubs, Nightclubs

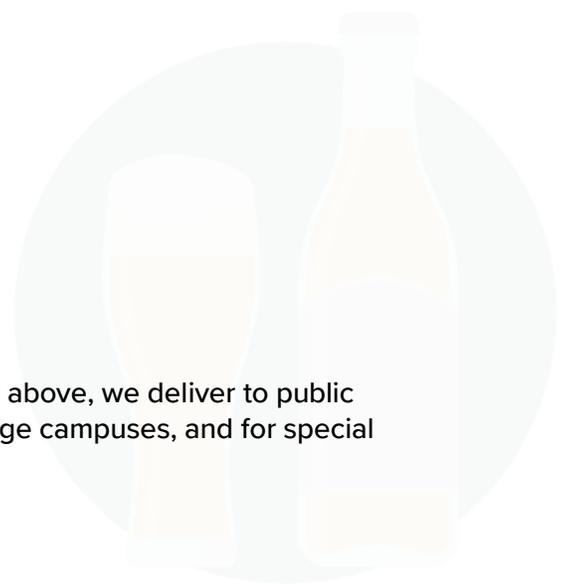
- ▶ Black Burt's Pub (Memphis, Germantown, Collierville)
- ▶ Danzit Nightclub (Memphis, Union City)
- ▶ Your Place (2 locations, Memphis)
- ▶ 21 individual establishments

## Grocery/Liquor Stores

- ▶ Discount Club Grocers (26 locations)
- ▶ Drinkstores (12 locations)
- ▶ Countrytown Groceries (14 locations)
- ▶ 8 small individual grocers

## Notes

In addition to regular deliveries to customers listed above, we deliver to public facilities such as libraries, public schools, and college campuses, and for special events such as festivals and county fairs.



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