



# PROPOSAL KIT SAMPLE

## Beverage Distributor Product Sales Sample Proposal

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September 3, 20xx

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

Dear Mr. James,

Congratulations on expanding your chain of BuyLokal Markets! It's an exciting development for West Tennessee 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 West Tennessee, 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  
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September 3, 20xx

## How to Increase Your Local Beverage Sales

Prepared for: Martin James  
General Manager

Prepared by: B.J. Boxer  
Contracts Manager



Sunshine Beverage Company delivers beverages from local suppliers throughout West Tennessee. We are the beverage distributor best positioned to help BuyLokal Markets stock and sell both alcoholic and non-alcoholic beverages.





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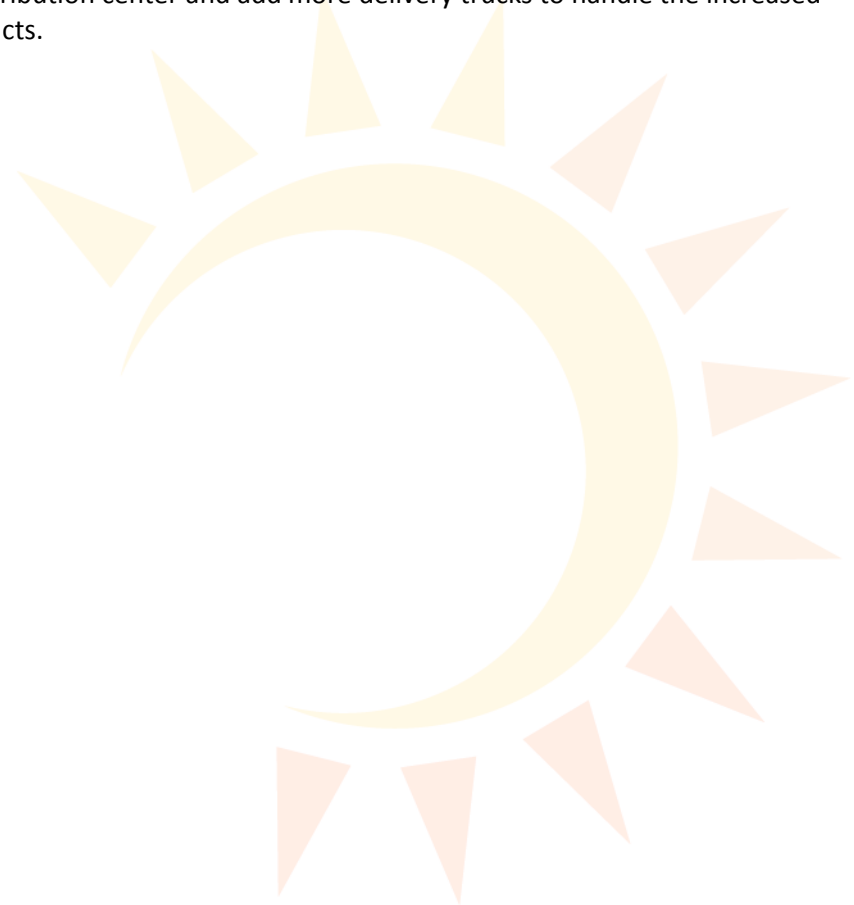
# MARKET TRENDS

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/beer](http://www.SunshineBeverage.com/beer)

## ● 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/wine](http://www.SunshineBeverage.com/wine)

## ● Spirits

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

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

## ● 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/non-alcoholic](http://www.SunshineBeverage.com/non-alcoholic)

## 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/spirits](http://www.SunshineBeverage.com/spirits)

## ● **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.



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