

# Barrel Lab

The integrated online **barrel-to-bar** platform for buyers and sellers of bulk spirits.

## THE PROBLEM

Bulk spirits change hands through **informal, fragmented networks** — no price transparency, no shared standards, and every step to market handled by a different vendor. Both sides of the trade lose time, money, and certainty.

### FOR SELLERS

#### Barrels sit; value leaks.

- **No idea what a lot is worth.** Opaque pricing and no benchmark for the right time to sell.
- **Thin, informal demand.** Reaching qualified buyers means working a broker's rolodex, one call at a time.
- **Capital trapped in the rickhouse.** Warehousing and insurance mount while stock ages unsold.
- **Bottling is out of reach.** Turning bulk into a shelf-ready brand means stitching five vendors together.

### FOR BUYERS

#### Sourcing is a guessing game.

- **Hard to find the right lot.** Inventory hides across scattered brokers with no common listing.
- **No way to verify quality or price.** Age, mash bill, and provenance are self-reported and unbenchmarked.
- **The compliance maze.** TTB, COLA, and 50-state licensing turn every launch into a months-long project.
- **Costly advisory retainers.** Legacy firms bill heavily for guidance buyers can't easily shop.

## THE SOLUTION

Vetted partners · one platform

### One platform for the entire barrel-to-bar lifecycle.

Barrel Lab replaces five siloed vendors with one connected system — every service delivered by a network of **vetted partners**, matched to the job.

01

#### List & Value

AI valuation prices each lot against live spot & wholesale data.



02

#### Match & Produce

Vetted co-packer, glass, label & brand partners, matched by fit.



03

#### Clear Compliance

TTB, COLA & 50-state licensing as a guided, tracked workflow.



04

#### Bar & Shelf

Distributor intros and DTC storefront get product selling.

- ✓ **Transparent, benchmarked pricing**  
Both sides transact against the same live valuation data.

- ✓ **One vetted partner network**  
No stitching vendors together — the platform books the right ones.

- ✓ **Self-serve, no retainer**  
Success-based fees replace high-priced advisory contracts.

