

Brand Development

ROLLING RFP — YOUR 30-DAY WINDOW OPENS AT REGISTRATION

1. About this RFP

Barrel Lab™ is the operating layer for American whiskey's surplus barrel inventory — a wholesale marketplace with valuation, conversion, compliance, and route-to-market built in, powered by Victory Spirits Development and industry partners like you. This RFP seats the **Brand Development** panel. It is a rolling solicitation: there is no fixed close date. Your individual 30-day submission window opens the day you register, and panels are selected as complete responses arrive — the earliest complete files are reviewed first.

2. Scope

Barrel Lab™ routes engagements where the liquid already exists: buyers who own matched barrel lots and need a brand built around them. Projects begin with a real, paid-for product — proof, age, origin, and volume known — not a concept in search of funding.

We are sourcing:

- Brand strategy and positioning for spirits launches
- Naming, story, and voice development
- Trademark knockout coordination with counsel
- Portfolio and line-extension architecture
- Launch planning and go-to-market framing

3. The 30-day rolling submission

Three milestones from your registration date. Early submission of any milestone is welcome; the clock never accelerates, only you do.

DAY 0 · Register

Register at the link or QR that brought you here. Registration timestamps your window and returns the submission packet and upload instructions.

BY DAY 7 · Initial response

- Statement of intent to participate
- One-page firm outline: team, location, spirits/beverage experience
- Three portfolio examples with links

BY DAY 21 · Supporting documents

- Case studies: at least one beverage-alcohol brand taken to market
- Team bios for staff who would touch Barrel Lab™ projects
- Two client references
- Conflict-of-interest disclosure for competing spirits clients

BY DAY 30 · Final pricing & capabilities

- Engagement models and fees: fixed-scope packages, retainers, day rates
- Typical timeline from kickoff to launch-ready brand
- Deliverables list per engagement tier
- Rush and revision terms

4. Evaluation

Complete files are scored on the weights below. Incomplete files at Day 30 are held, not rejected — but only complete files reach panel review.

Spirits category experience	30%
Portfolio quality	25%
Engagement structure & pricing	20%
Speed to launch-ready	15%
References	10%

5. Terms of participation

- **Rolling review.** Panels are seated as complete responses arrive; panel membership is reviewed periodically and remains open to later registrants.
- **Confidential both ways.** Your pricing, capabilities, and terms are never shared across the panel; Barrel Lab™ project details shared with you are held in confidence under the mutual NDA provided at registration.
- **No pay-to-play.** There is no fee to register, respond, or be seated. Placement is earned on capability, responsiveness, and terms.
- **One intake, ongoing flow.** A seated partner receives every matching project routed by the platform without re-bidding, subject to periodic refresh of pricing and capacity.
- **No obligation.** This RFP is not an offer; Barrel Lab™ may decline any or all responses and is not liable for response costs.

Submit & questions

Register via the QR or link that brought you here. Milestone submissions upload through your registration link, or by email with the RFP number **VS-BRAND-2026-001** in the subject line.

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