

Creative & Design

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 **Creative & Design** 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 label, packaging, and identity work from brand-to-shelf projects. Briefs arrive complete: liquid specified, bottle selected, brand direction set, and TTB label requirements framed — so your studio starts at the creative work, not the archaeology.

We are sourcing:

- Label and packaging design through press-ready mechanicals
- TTB / COLA-compliant label construction
- Brand identity systems and guidelines
- Carton, VAP, and secondary packaging design
- Product photography and 3D render for e-commerce and sell sheets

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 studio outline: team, location, beverage experience
- Three portfolio examples with links

BY DAY 21 · Supporting documents

- Beverage-alcohol portfolio: at least one label that cleared COLA
- Production process summary: brief to press-ready, proofing, print-partner handoff
- Two client references

BY DAY 30 · Final pricing & capabilities

- Pricing: per label family, per SKU extension, and hourly/retainer options
- Revision rounds included and overage terms
- Standard timeline per deliverable type
- File delivery and ownership 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.

Beverage portfolio & COLA experience	30%
Design quality	25%
Pricing	20%
Turnaround	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-CREATIVE-2026-001** in the subject line.

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