

DtC & Retail Platforms

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 **DtC & Retail Platforms** 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™ brings platforms finished goods, not projects: brands arriving with inventory produced, title chains mapped, and compliance posture resolved — ready to list and ship rather than stalled in legal review. Our own VANISHED™ release series moves through this same channel.

We are sourcing:

- Licensed retail fulfillment for spirits DtC shipping
- Marketplace listing and merchandising for craft/limited releases
- State coverage and carrier programs for compliant delivery
- Tax collection and remittance handling
- Order, inventory, and reporting integration

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 platform outline: model, licenses held, current state coverage
- Monthly order volume and category mix, in ranges

BY DAY 21 · Supporting documents

- License structure documentation by state
- Compliance program summary: age verification, carrier agreements, reporting
- Two brand references currently selling on the platform

BY DAY 30 · Final pricing & capabilities

- Fee schedule: listing, fulfillment, payment processing, revenue share
- Onboarding requirements and timeline per SKU
- State coverage map with any pending additions
- Integration and reporting capabilities

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.

State coverage	25%
Fees & economics	25%
Compliance structure	20%
Merchandising & audience fit	15%
Integration & reporting	10%
References	5%

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-DTC-2026-001** in the subject line.

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