

VICTORY SPIRITS DEVELOPMENT

Certified Reseller Program

BARREL LAB™ PARTNER NETWORK · VS-RESELLER-2026-001

Sell our inventory under your own name. Your buyer, your price, your relationship — with the Barrel Lab™ toolset behind you: analysis and VRV™ your buyers can see, and pricing only you can see.

FOR LICENSED DSPs · NO FEES · NO MINIMUMS

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PROGRAM PACKET · REV. SEPTEMBER 2026 · FOR LICENSED TRADE ONLY

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What this is

A reseller partnership. There is one published Barrel Lab™ price. You purchase at it, you set what you charge your buyer above it, and that spread is yours. Nothing moves until your buyer commits — you carry no inventory, no minimums, and no territory. What certification actually grants is the toolset: the full Barrel Lab™ analytical layer, branded for your firm, built so your buyers see the analysis and the valuation — and never see our pricing.

WHAT YOU GET	WHAT IT IS NOT
✓ Your buyer, your price, your invoice	✗ No territory, minimums, or inventory commitment
✓ Reports branded with your firm's name	✗ Not a referral program — no fees flow either direction
✓ VRV™ your buyers can see; pricing only you can see	✗ Not exclusive — sell whatever else you sell
✓ Channel notices on your registered accounts	✗ No fee to apply, no fee to hold certification

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Who qualifies

Requirement	Detail
Licensed DSP	Active TTB Distilled Spirits Plant permit, verified against the registry at application. The program is limited to DSPs.
Buyer base	You have buyers. We supply inventory and analysis, not leads.
Good standing	No unresolved compliance actions against the permit.
Agreement	Signed partner agreement (confidentiality terms included) before dashboard access.

There is no fee to apply and no fee to hold certification.

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What you receive

Branded barrel analysis reports. Generate a full analysis on any listing — flavor profile, BIS™ score, yield estimate, cost build — carrying your firm's name and your contact as the person who confirms pricing and fulfills. One to ten lots at a time, sent to your buyer as a PDF.

VRV™ shown, your cost hidden. Buyer-visible reports show the valuation only. Our selling price and your cost never appear in anything your buyer sees. Where VRV™ sits at least 10% above our selling price the figure is cleared for display — where it does not, you are told privately before you send anything. You are never handed a report that argues against you.

Channel notices on registered accounts. Register your buyer's legal entity and we tell you what our records let us see: if the account has been active on Barrel Lab™ in the trailing ninety days, you get an activity notice. If the account is a registered Barrel Lab™ buyer with a platform purchase inside the trailing twelve months, you are flagged that the buyer **may have accessed platform pricing** — before you quote, so you quote informed. Notices are a best-efforts courtesy of the channel, not a guarantee, and nothing prevents you from selling to any account.

The whole chain, without building it. Your buyer needs bottling, glass, a label, a COLA, a route to market. You route it into the Barrel to Bar™ panels on pre-negotiated terms — and you are the one who solved it.

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How a transaction runs

The boundary, stated plainly: the end buyer purchases from you. We do not transact with your buyer, quote your buyer, or appear in your buyer's pricing.

- 1 Select inventory — browse live listings with full analysis.
- 2 Register the buyer — enter the legal entity name; channel notices begin.
- 3 Build the report — generate the branded analysis and send it.
- 4 Agree your price — you set the sell price; we confirm your cost privately in the dashboard.
- 5 Buyer purchases from you — your paper, your invoice, your relationship.
- 6 You purchase from Victory Spirits — sales agreement, invoicing, and TIB process exactly as they run today.
- 7 Custody and transfer — handled on the platform and documented end to end.

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Asked and answered

Do I have to buy inventory up front?

No. Nothing moves until your buyer commits.

What stops you selling to my buyer directly?

Honestly: nothing contractual, in either direction — registration confers notices, not exclusivity, and nothing stops you selling to any account either. What keeps the channel working is the toolset: your buyer sees your brand on the analysis, your price on the invoice, and our name nowhere. Where our records show your registered account was active here or may have seen platform pricing, we flag it to you — best-efforts, before you quote.

Can I set any price I want?

Yes. One published Barrel Lab™ price, and your spread above it is your business.

What if VRV™ is below your asking price?

You are told before you send anything, and the report is not cleared for display. We would rather lose a listing than hand you a document that undermines you.

Is the analysis guaranteed?

No. BIS™, VRV™, yield, and cost figures are analytical estimates, not appraisals or guarantees. They are decision-support tools. Say that to your buyers as we say it to you.

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How to apply

Apply online → we verify the DSP permit against the TTB registry, usually same day → partner agreement for signature → dashboard access and your partner ID → thirty minutes on the tools and the notice rules.

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Certification confers no ownership, no agency authority, and no guarantee of inventory availability. Channel notices, including pricing-exposure notices, are provided on a best-efforts basis; no failure or delay in providing a notice creates any liability. BIS™, VRV™, yield, and cost figures are analytical estimates and are not appraisals, guarantees, or predictions of resale value. Barrel Lab™ is open to licensed trade only. Terms are set in the definitive partner agreement, which supersedes this packet. Nothing here is an offer.