DRIZLY

Overview

NAAG

April 4, 2017
WHO AM I, WHAT IS DRIZLY, AND WHY SHOULD YOU LISTEN TO ME?
HOW IT WORKS – SEARCH MEETS MARKETPLACE

• Customers enter their address and shop across multiple local liquor stores.

• Stores allows for multiple prices on largest selection of alcohol in one place.

• Items are available for in-store pickup, one hour/same day/next day delivery, and 1-2 day intra-state shipping by retailers

Drizly does no delivery and does not touch money.

Drizly is simply a marketplace, connecting consumers and retailers.

“THE KAYAK OF ALCOHOL”
DRIZLY IS AN INFRASTRUCTURE BUSINESS.

IT’S NOT ABOUT DELIVERY OF ALCOHOL, IT’S ABOUT MOVING AN ENTIRE INDUSTRY ONLINE, IN A WAY THAT WORKS WITHIN EXISTING LEGAL INFRASTRUCTURE.
WHY DOES ANY OF THIS MATTER TO YOU?
1972 - Wal-Mart IPO
Feb 1998 – WMT Pass
$100bn value
Q4 1997 – AMZN IPO
Sept '08
WARNING SIGNS
THE INTERNET IS EATING THE WORLD

-MARC ANDREESON
ALCOHOL IS ONE TENTH OF THIS

*SOURCE: BRICK BY BRICK: “ECOMMERCE GROCERY IS RAPIDLY GAINING MOMENTUM”, 2014*
What About Alcohol?
The Industry Remains Largely Unchanged for a Few Reasons.

ALL OF THAT IS CHANGING. RAPIDLY
NOT ALL eCOMMERCE IS CREATED EQUAL
THE LANDSCAPE - RETAIL
eCOMMERCE CARTOGRAPHY

INTER-STATE SHIPPER

Winc

MARKETPLACE

DRIZLY

3RD PARTY PROVIDER

Instacart

RETAILER

Walmart.com

HYBRID

Amazon Prime Now
eCOMMERCE IS BLURRING THE LINES

and it’s only going to get worse
THE ISSUES - RETAILER

Where is the retailer?

How much control is too much control?

How to deal with “Hybrid” models

Availing Licenses?
THE ISSUES - SUPPLIER

How are suppliers allowed to use the internet

How are suppliers allowed to interact with 3rd Parties

Does interaction depend on the type of 3rd party?
SO WHERE DO WE GO FROM HERE?
ADAPTING TO CHANGE

Engage, Inform, Reinforce

*Engage* in active dialogue at the county and state levels with stakeholders in both the regulatory and legislative

*Inform* those stakeholders about the issues, which can often times be opaque and unknown.

*Reinforce* that guidance with legislative action, continued conversation, and support of strong, actionable, regulation/legislation
THANK YOU