



DISTRIBUTION AGREEMENT CHECKLIST

DURATION

- Length
- Renewal

BRANDS COVERED

- Brands and Brand Extensions
- Geographic Areas
- Self Distribution

DISTRIBUTOR RESPONSIBILITIES

- Sales Expectations (“reasonable best effort”, on-premise vs. off-premise)
- Advertising & Marketing (promotional events, merchandising, seasonal products, shared costs)
- Product Handling/Inventory (refrigerated, minimum available inventory)
- Sub-distributors
- Notice of Distributor Sale

BREWER RESPONSIBILITIES

- Brand Acquisition Fee
- Production/Product Availability/Minimum Shelf Life
- Packaging?
- Advertising/Marketing (financial contribution, coordination with distributor)
- Notice of Brewery Sale

ADMINISTRATION

- Communication
- Audit & Financial Statements
- Insurance
- Amendments (proposal, rejection, new or continuing agreement)
- Resolving Disagreements

TERMINATION

- Reason & Right to Cure
- Compensation
- Timeline (Transfer, Payment)
- Constructive Termination (distributor or brewer)