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To: Valued Alcohol Distributors

Re: SmartOrders - Ordering and Inventory

Effective: March 15, 2023

We are pleased to announce a collaboration with BeerBoard (US Beverage Net) to enable SmartOrders, an automated ordering and replenishment platform, for all of our locations.

The primary objective of this initiative is to optimize and innovate our bar management systems by using data and technology to simplify our operations and capture valuable purchase and invoice level data insights that can make our operations more profitable.

These cooperative efforts will result in increased ordering accuracy, including minimums, improved sales volumes, and profitability, and reduced off-day deliveries. Ultimately, this initiative will enable our managers to spend more time focusing on delivering exceptional guest experiences.

All beer, wine and spirits vendors' respective portfolios (including N/A's) sold at each location are included.

To enable this effort, we are requesting that you receive orders via DSD Link, EDI, email, APls, or other digital mechanisms. We are also requesting that you share relevant pricing information and purchase history with SmartOrders. We will work with you to further define these electronic mechanisms during the vendor onboarding process. Existing order/delivery schedule will not be impacted.

Please consider this letter authorization from our organization permitting the SmartOrders team to review pre-launch data requirements and help you prep for the upcoming transition to BeerBoard’s SmartOrders platform.

If you have any questions, please feel free to email the SmartOrders team at getstarted@beerboard.com.

We appreciate your support and compliance with this initiative. Additionally, we hope these advancements will benefit your business as well.

Sincerely,

Name

Title

Company Name