

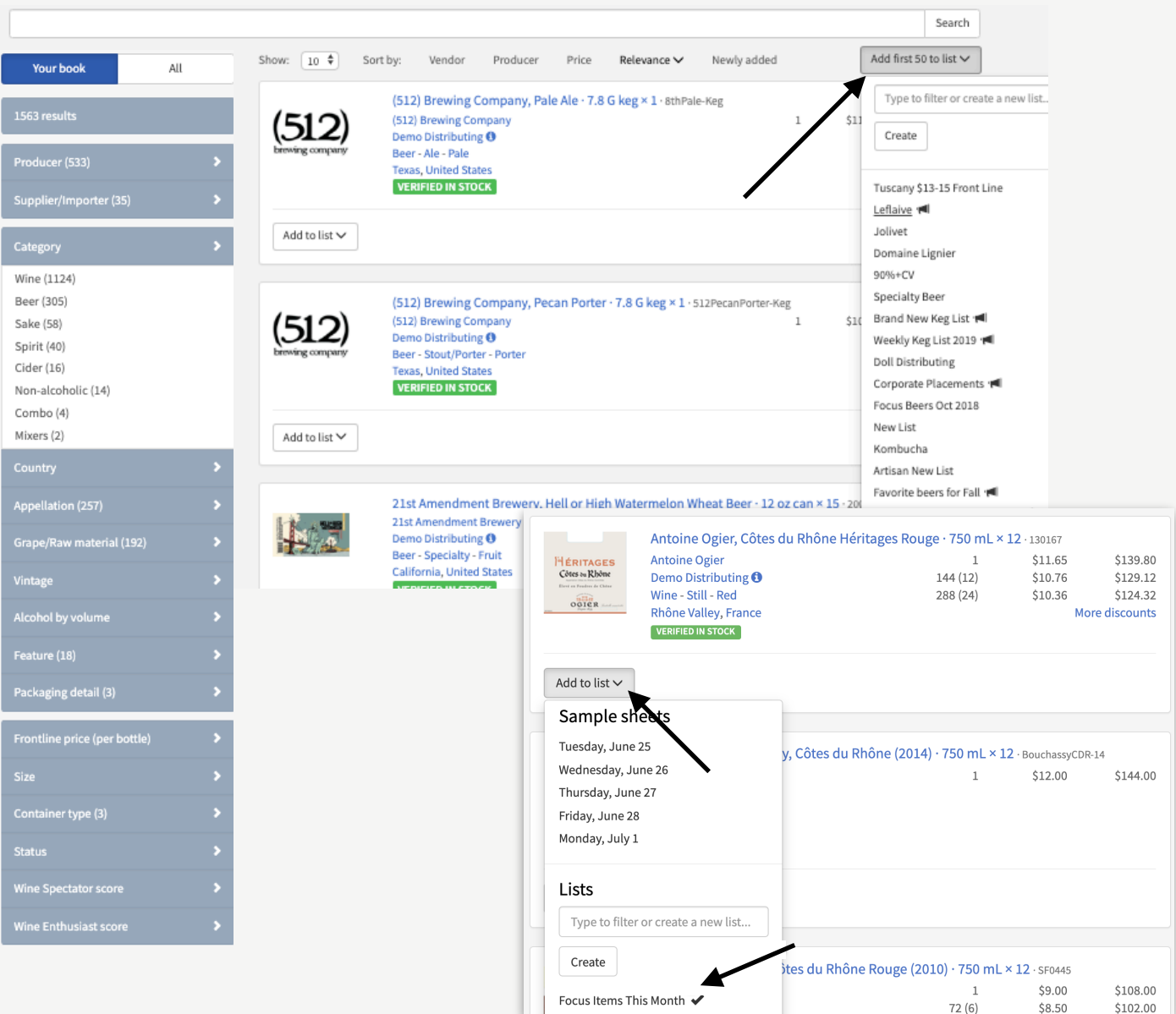
Creating Effective Lists

SevenFifty Lists are product presentations similar to Sample Sheets but offer more flexibility. Sales reps use Lists to organize focus items, share new arrivals with buyers, and conduct staff trainings. Here's how:

1. Identify the items your List using the discovery tools on the Browse Tab.

Examples: “Focus Items This Month” or “Rep’s Top Picks List”

2. Adding items: You'll add individual items to a curated List by using the Add to List button on an individual products. To feature one product or the entirety of a filtered search to a List, you'd use the Add all to List button in the upper right.



The screenshot displays the SevenFifty product discovery interface. On the left, there is a sidebar with various filters such as 'Your book', 'All', '1563 results', 'Producer (533)', 'Supplier/Importer (35)', 'Category', 'Wine (1124)', 'Beer (305)', 'Sake (58)', 'Spirit (40)', 'Cider (16)', 'Non-alcoholic (14)', 'Combo (4)', 'Mixers (2)', 'Country', 'Appellation (257)', 'Grape/Raw material (192)', 'Vintage', 'Alcohol by volume', 'Feature (18)', 'Packaging detail (3)', 'Frontline price (per bottle)', 'Size', 'Container type (3)', 'Status', 'Wine Spectator score', and 'Wine Enthusiast score'.

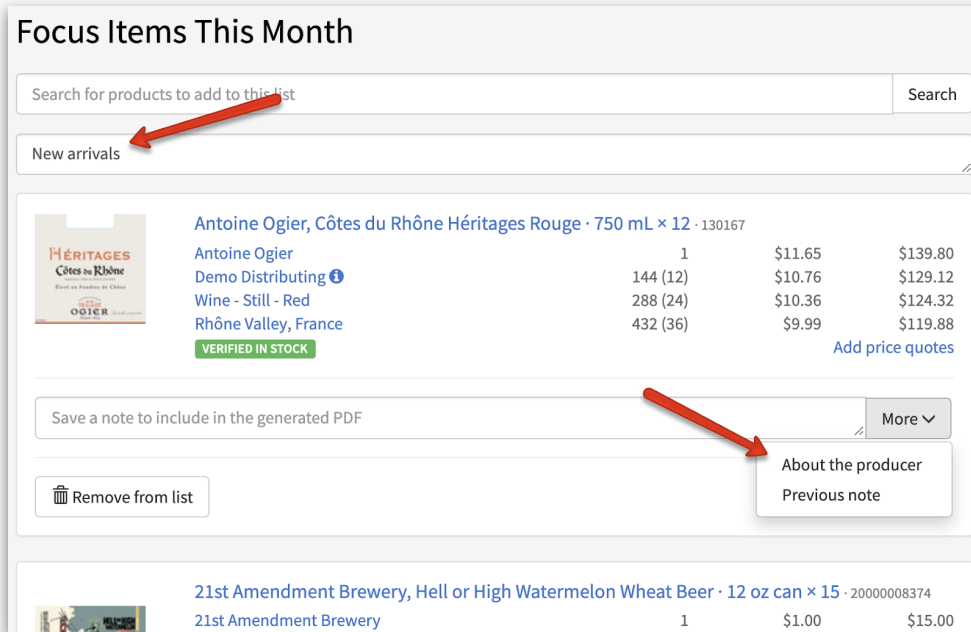
The main content area shows a list of products. The first two products are from (512) Brewing Company: 'Pale Ale - 7.8 G keg x 1 - 8thPale-Keg' and 'Pecan Porter - 7.8 G keg x 1 - 512PecanPorter-Keg'. Both are marked as 'VERIFIED IN STOCK'. The third product is '21st Amendment Brewery, Hell or High Watermelon Wheat Beer - 12 oz can x 15 - 204'. Below this, there is a detailed view of 'Antoine Ogier, Côtes du Rhône Héritages Rouge - 750 mL x 12 - 130167', which is also marked as 'VERIFIED IN STOCK'. This view shows a table of prices and quantities for different days of the week.

On the right side, there is a dropdown menu for 'Add first 50 to list'. This menu is open, showing a search bar and a list of existing lists: 'Tuscany \$13-15 Front Line', 'Leflaive', 'Jolivet', 'Domaine Lignier', '90%+CV', 'Specialty Beer', 'Brand New Keg List', 'Weekly Keg List 2019', 'Doll Distributing', 'Corporate Placements', 'Focus Beers Oct 2018', 'New List', 'Kombucha', 'Artisan New List', and 'Favorite beers for Fall'. An arrow points to the 'Add first 50 to list' button.

Below the product listings, there is an 'Add to list' dropdown menu. This menu is open, showing a search bar and a list of existing lists: 'Sample sheets', 'Tuesday, June 25', 'Wednesday, June 26', 'Thursday, June 27', 'Friday, June 28', 'Monday, July 1', 'Lists', 'Type to filter or create a new list...', 'Create', and 'Focus Items This Month'. An arrow points to the 'Add to list' button, and another arrow points to the 'Focus Items This Month' option.




3. Add notes to your List. Consider including a note in the header and product or producer details for each item.



Focus Items This Month

Search for products to add to this list Search

New arrivals

 **Antoine Ogier, Côtes du Rhône Héritages Rouge · 750 mL × 12 · 130167**

Antoine Ogier	1	\$11.65	\$139.80
Demo Distributing ⓘ	144 (12)	\$10.76	\$129.12
Wine - Still - Red	288 (24)	\$10.36	\$124.32
Rhône Valley, France	432 (36)	\$9.99	\$119.88

VERIFIED IN STOCK [Add price quotes](#)

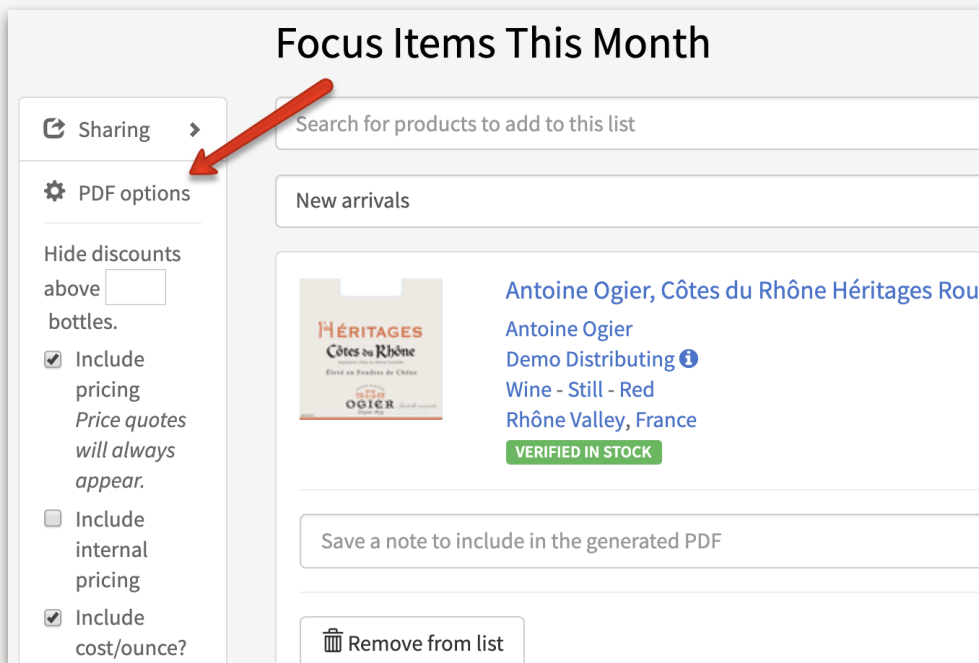
Save a note to include in the generated PDF More ▾

Remove from list

21st Amendment Brewery, Hell or High Watermelon Wheat Beer · 12 oz can × 15 · 20000008374

21st Amendment Brewery 1 \$1.00 \$15.00

4. Use “PDF Options” to customize your printout. You have the option to remove pricing or your contact information. Then **“Generate PDF”**.



Focus Items This Month

Sharing > Search for products to add to this list

PDF options


Hide discounts above bottles.

Include pricing
Price quotes will always appear.

Include internal pricing

Include cost/ounce?

New arrivals

 **Antoine Ogier, Côtes du Rhône Héritages Rouge**

Antoine Ogier
Demo Distributing ⓘ
Wine - Still - Red
Rhône Valley, France

VERIFIED IN STOCK

Save a note to include in the generated PDF

Remove from list

Example PDF:



Jimi Hendrix
Sales Rep
Demo Distributing
jimi.hendrix@demo.com
917-555-5555

Focus Items This Month

Browse our full portfolio at <https://www.seventyfive.com/demodistributing>

New arrivals



Antoine Ogier, Côtes du Rhône Héritages Rouge

Type	Wine - Still - Red	Bottles	\$/bottle	\$/case	\$/oz
Producer	Antoine Ogier	1	11.65	139.80	0.46
Region	Rhône Valley, France	144 (12cs)	10.76	129.12	0.42
Grapes	Grenache, Syrah, Mourvèdre	288 (24cs)	10.36	124.32	0.41
Appellation	Côtes du Rhône	432 (36cs)	9.99	119.88	0.39
Size	750 mL x 12				
SKU	130167				
Distributor	Demo Distributing				

Patience, know-how, observation and intuition are the essential qualities needed to create and age our wines. Our team has shared this goal of excellence for more than 150 years. This passionate quest for making Rhône Valley wines was born in the prestigious vineyards of Châteauneuf-du-Pape. Ogier ages the greatest appellations of the Rhône Valley in our ancient cellars. The Côtes du Rhône "Héritages" is crafted by the character and history of Ogier, as well as by the premier wine-growing area of the Côtes du Rhône, where fruit, spices and abundance dominate.



21st Amendment Brewery, Hell or High Watermelon Wheat Beer

Type	Beer - Specialty - Fruit	Bottles	\$/bottle	\$/case	\$/oz
Producer	21st Amendment Brewery	1	1.00	15.00	0.08
Region	California, United States	3	0.96	14.40	0.08
Size	12 oz can x 15	5	0.87	13.05	0.07
SKU	20000008374				
Distributor	Demo Distributing				

A classic American wheat beer using fresh watermelon. Straw-colored and refreshing with a kiss of watermelon aroma and flavor.

In 2000, Nico Freccia and Shaun O'Sullivan founded the 21st Amendment Brewery in San Francisco's historic South Park neighborhood. The popular brewpub is now at the heart of the new city center, just south of the financial district and only two blocks from the San Francisco Giants baseball park. In addition to eight rotating taps of multiple award-winning hand-crafted house beers, the pub has been voted "Best Brewpub", "Best Burger" and "Best Happy Hour" by the San Francisco press.

Freccia and O'Sullivan met in early 1995 in San Francisco. Both had just moved from southern California to the Bay area when they heard the calling of beer. O'Sullivan, a former photographer and paralegal, "traded his suits for boots and was saved by beer". He moved to Berkeley and took a job as assistant brewer at the Triple Rock Brewery there. Freccia, a writer, actor and, by extension, restaurant professional, was also an avid homebrewer. Frustrated with the lack of beer culture in the L.A. area, he moved to San Francisco and began writing for the Celebrator Beer News, the west's largest beer publication. Freccia and O'Sullivan met, became friends and, while sitting together in a summer class on brewing science at UC Davis, hatched their plan for what would become the 21st Amendment.

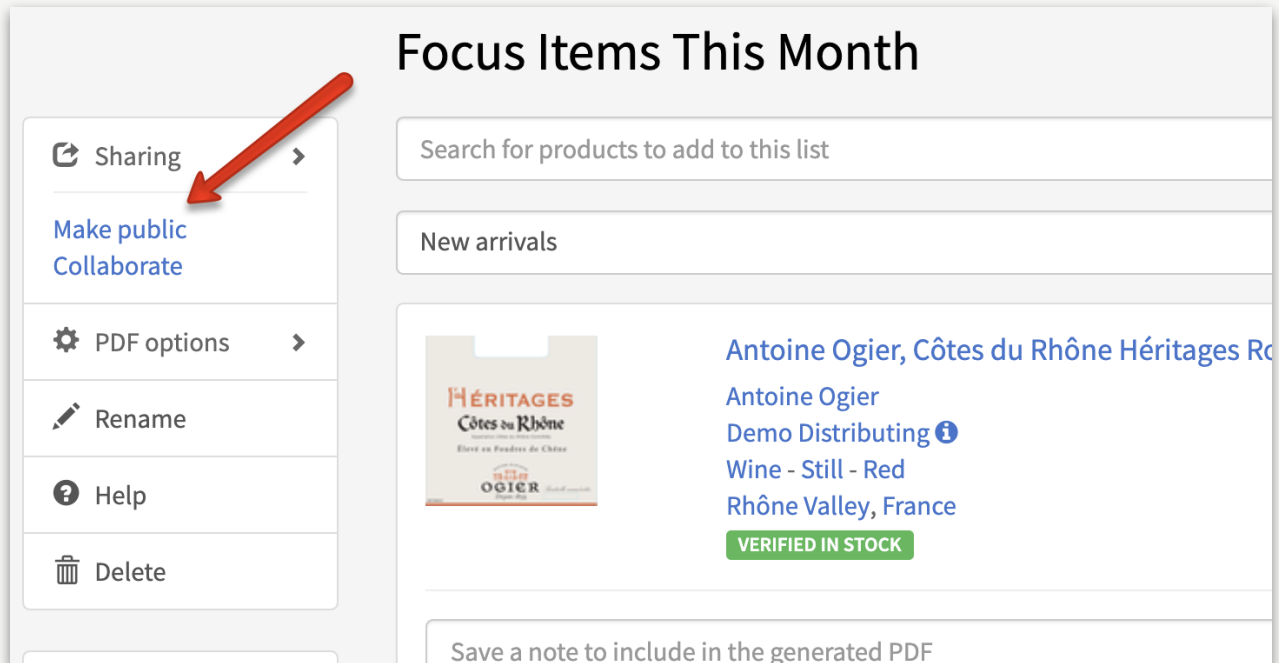


Abel Mendoza, Limoso (2014)

Type	Wine - Still - Red	Bottles	\$/bottle	\$/case	\$/oz
Producer	Abel Mendoza	1	14.33	171.96	0.57
Region	Rioja, Spain	72 (6cs)	13.67	164.04	0.54
Grapes	Tempranillo, Cabernet Sauvignon, Syrah	96 (8cs)	13.00	156.00	0.51
Size	750 mL x 12				
SKU	AE34394503				

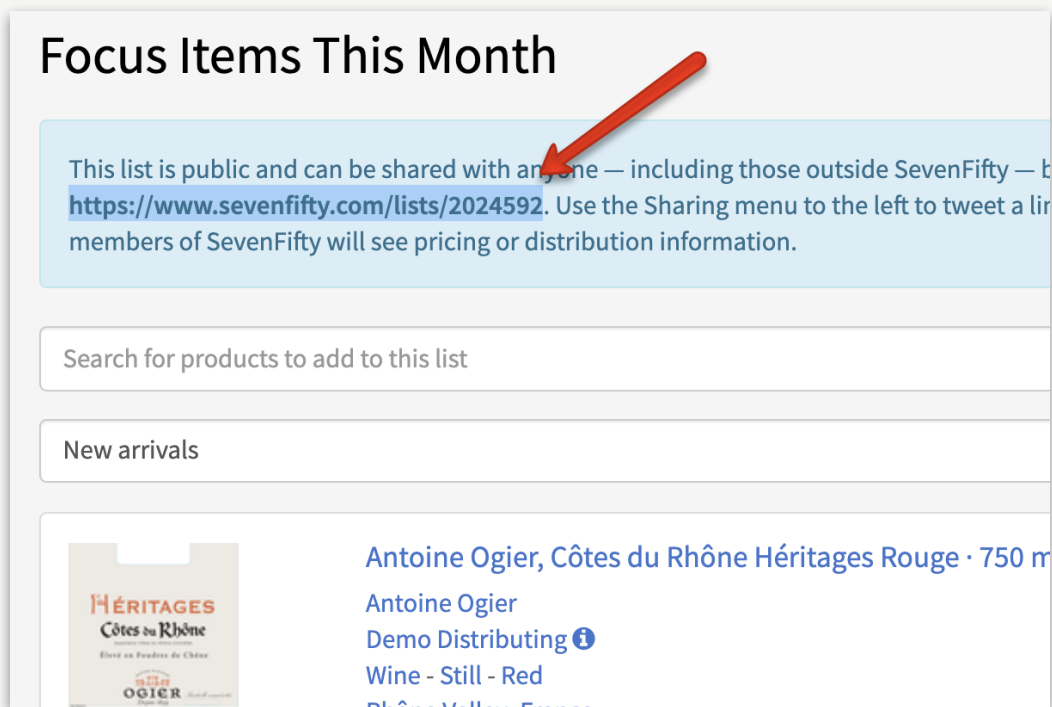


5. Share a digital copy of your list with buyers or colleagues by making it “public”.













The screenshot shows the 'Focus Items This Month' interface. On the left, a menu is open with the 'Sharing' option highlighted by a red arrow. Below 'Sharing' are 'Make public' and 'Collaborate'. Other menu items include 'PDF options', 'Rename', 'Help', and 'Delete'. The main content area shows a search bar, a 'New arrivals' section, and a product listing for 'Antoine Ogier, Côtes du Rhône Héritages Rouge'. The product listing includes a thumbnail, the name, distributor 'Antoine Ogier Demo Distributing', wine type 'Wine - Still - Red', and location 'Rhône Valley, France'. A green 'VERIFIED IN STOCK' badge is visible. At the bottom, there is a text input field for 'Save a note to include in the generated PDF'.

6. Copy and email the link.



The screenshot shows the 'Focus Items This Month' interface with a blue notification box at the top. A red arrow points to the notification text: 'This list is public and can be shared with anyone — including those outside SevenFifty — by <https://www.sevenfifty.com/lists/2024592>. Use the Sharing menu to the left to tweet a link or share with members of SevenFifty will see pricing or distribution information.' Below the notification is a search bar, a 'New arrivals' section, and a product listing for 'Antoine Ogier, Côtes du Rhône Héritages Rouge · 750 ml'. The product listing includes a thumbnail, the name, distributor 'Antoine Ogier Demo Distributing', wine type 'Wine - Still - Red', and location 'Rhône Valley, France'.

Now your buyers have an up to date view of your List complete with your product descriptions and discount levels and can send an order right back to you through SevenFifty.

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