



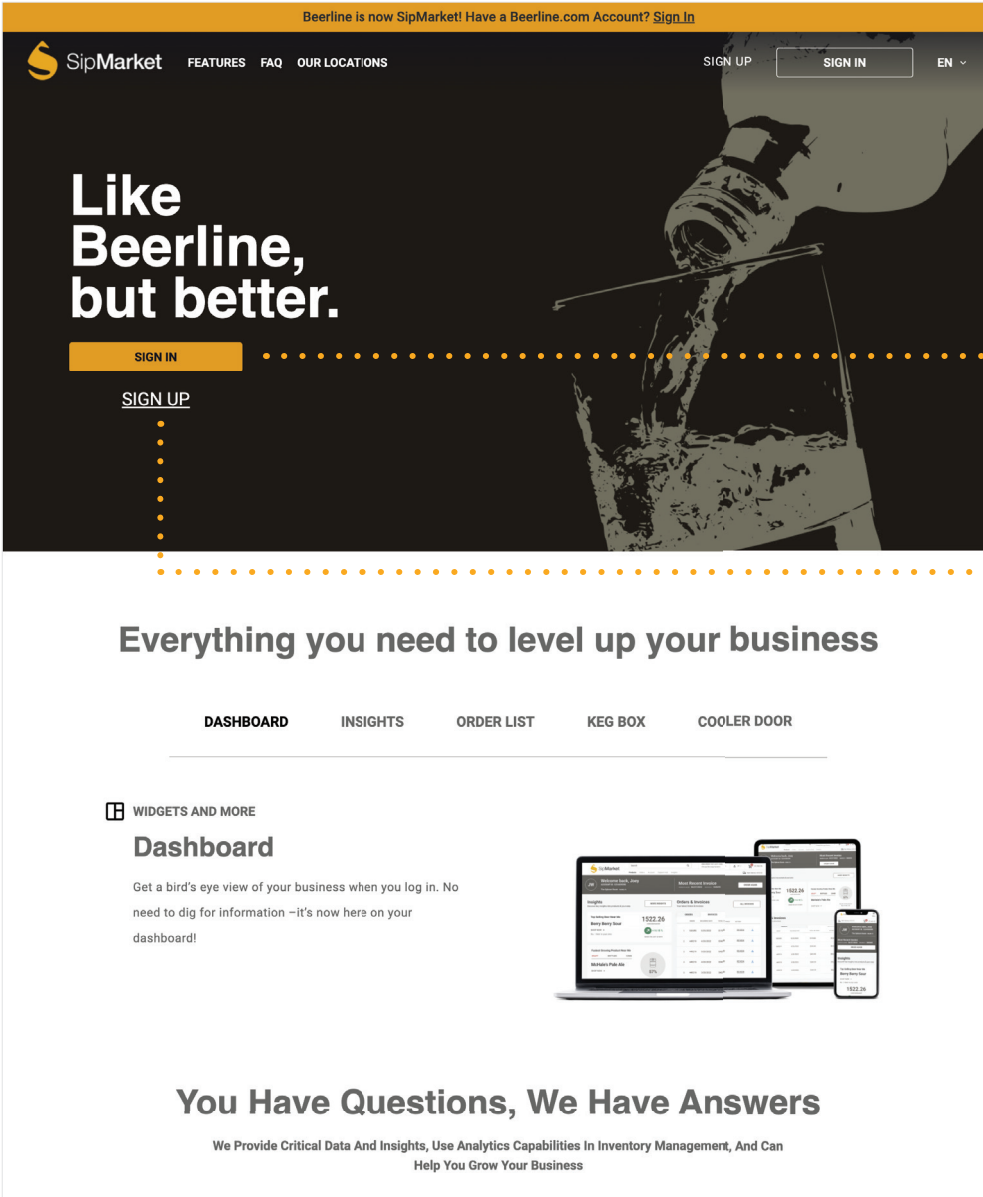
SipMarket **USER GUIDE**

# 01

Homepage

You may have noticed a fresh new look and feel to our homepage!

**Not to worry, you can still log in using your old Beerline credentials like so:**



1

Click **“Sign In”** and head over to the sign in page to enter your email/username and password.

2

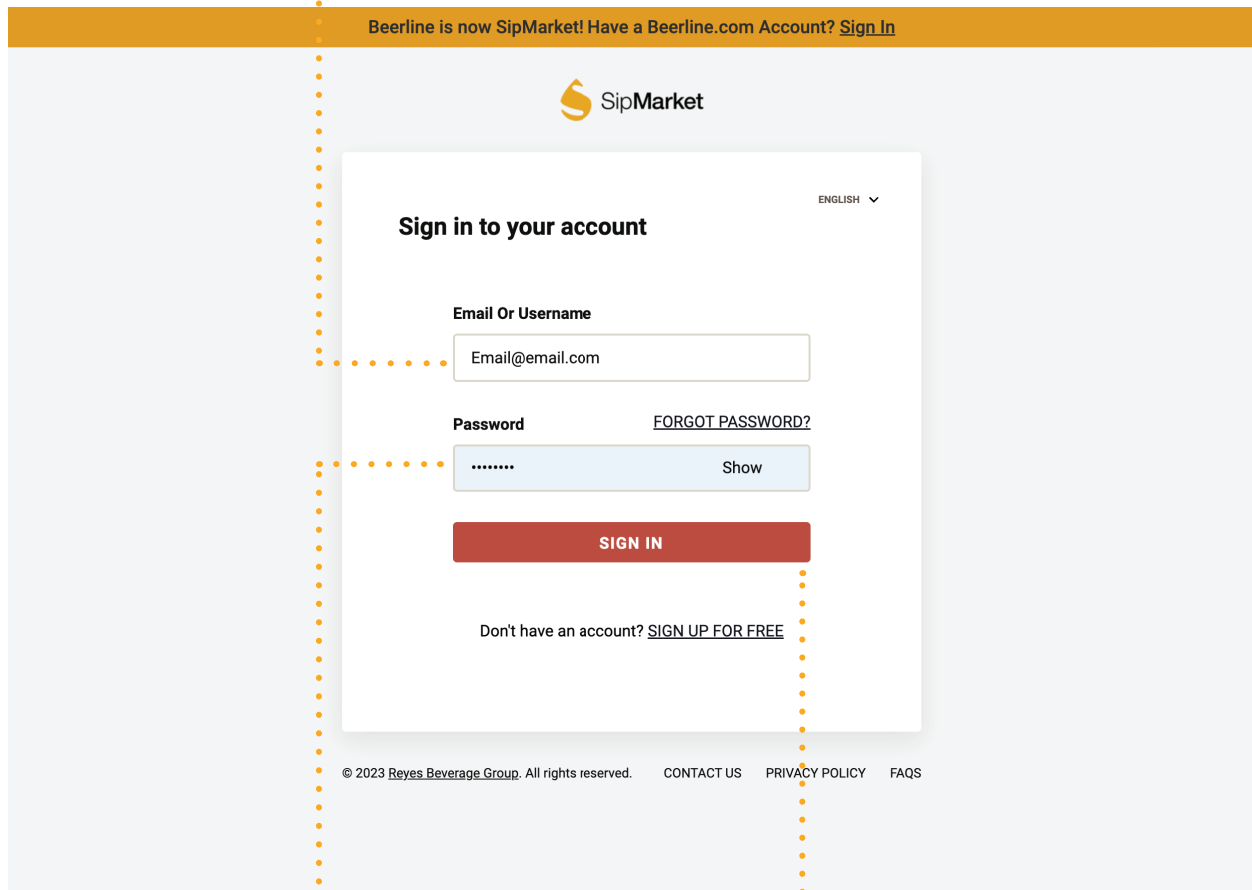
If you need to create an account, just click **“Sign Up”**.

# 02

Sign In and Register

Signing in is easy,  
**just follow these simple steps:**

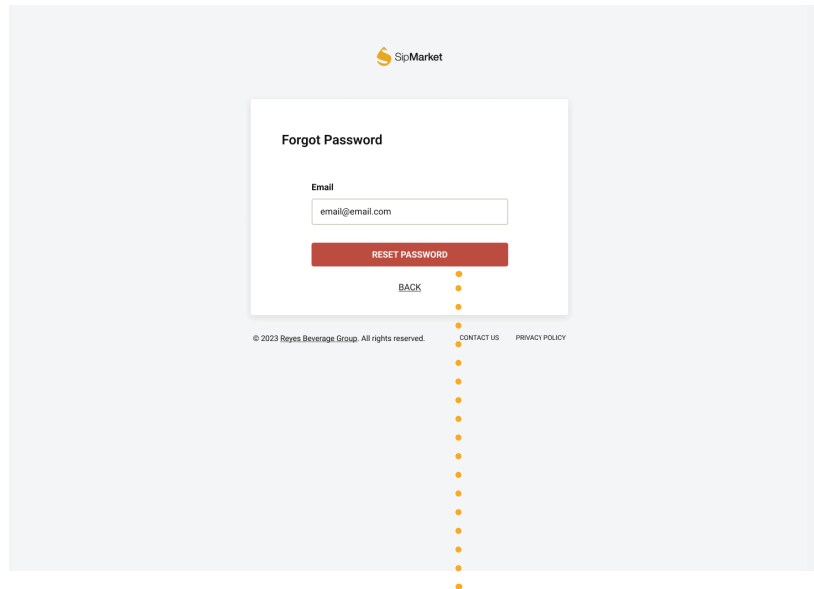
**1** Enter **email/username** into the Email or Username Field.



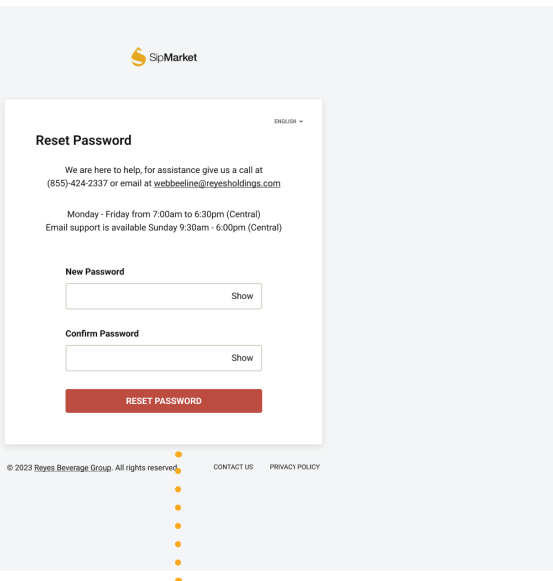
**2** Enter the **password** you created.

**3** Click **“Sign In”** to head to your dashboard.

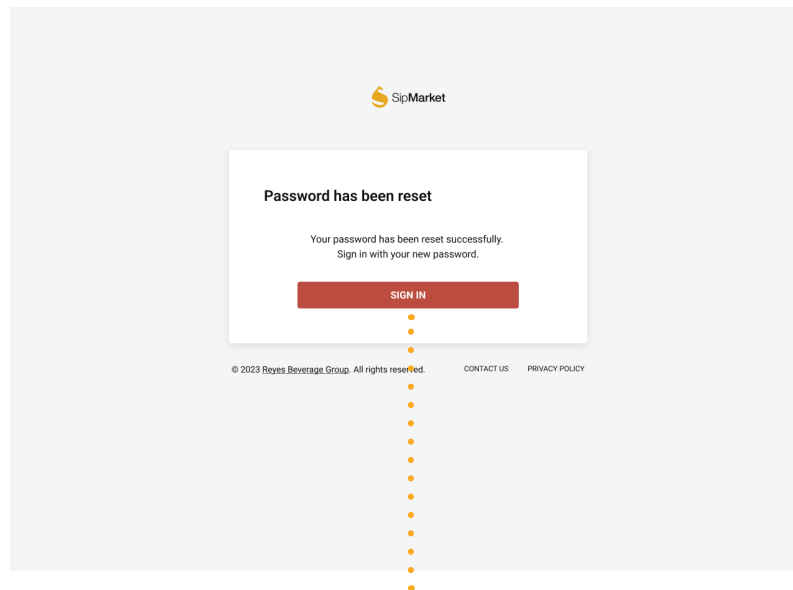
Forgot your password?  
Don't worry, resetting it is as easy as 1, 2, 3.



**1** Enter your email address and click on **“Reset Password”**.



**2** Enter your new desired password and click **“Reset Password”**.



**3** Click **“Sign In”** to enter your new credentials.

If you don't have an account, that's not a problem.  
**Just create one, it's easy and free!**

Beerline is now SipMarket! Have a Beerline.com Account? Sign in

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**1** Enter any **email address** you would like to use, your **liquor license** and **account number**.

SipMarket

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**2** **Create and confirm** your password.

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**3** Enter your information and the password you just created.

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**4** Confirm all your information is correct and select **“Go to Dashboard”** to begin exploring SipMarket.

# 03

Global Navigation



## GLOBAL NAVIGATION

Our global navigation has been revamped to improve your browsing experience. You'll find it easier to navigate to different sections of SipMarket with our new and improved navigation bar. Let's take a look at all of the features available within this new global navigation bar.

The screenshot displays the SipMarket user interface. At the top, the navigation bar includes the SipMarket logo, a search bar, and account information for 'WEB ORDER TEST ACCT (CBS) Chicago Beverage Systems' with a user profile 'JW' and a shopping cart containing '\$7,483.92'. Below the navigation bar, a welcome message for 'Joey' is shown alongside a 'Most Recent Invoice' for order 545495 placed on 04/27/2022. A secondary navigation bar highlights the 'Orders' section. The main content area features product recommendations: 'Berry Berry Sour' (1522.26 case equivalent, +14.18% growth) and 'McHale's Pale Ale' (57% growth). A 'The Keg Box' section allows users to search for kegs by brand, style, and package type. The 'My Sales Reps' section introduces Matt Kujawa (MK) with an email contact button. Finally, the 'New Arrivals' section showcases three products: 'Simply Spiked Signature Lemonade' (4.90% ABV, Import), 'Southbound Islandia' (4.17% ABV, Import), and 'Creature Comforts Athena Paradiso w/ Passion Fruit & Guava' (4.90% ABV, Import).

ORDERS		INVOICES			
ORDER	DELIVERED DATE	TOTAL NET PRICE	ACTION		
1 545495	5/25/2022	\$170.00	<a href="#">REVIEW</a>	<a href="#">↓</a>	
2 449219	4/20/2022	\$340.00	<a href="#">REVIEW</a>	<a href="#">↓</a>	
3 449219	3/20/2022	\$420.00	<a href="#">REVIEW</a>	<a href="#">↓</a>	
4 449219	4/20/2022	\$340.00	<a href="#">REVIEW</a>	<a href="#">↓</a>	
5 449219	3/20/2022	\$420.00	<a href="#">REVIEW</a>	<a href="#">↓</a>	

Explore the many possibilities available with this global navigation bar.  
**Here are just a few examples of what you can do with it:**

  
modelo  
modelo especial  
modelo chelada  
modelo negra  
modelo chelada limon y sal  
modelo beer

WEB ORDER TEST ACCT (CBS)  
Chicago Beverage Systems

JW

\$7,483.92

Next Delivery: 8/22/22

**1 Search:** The search bar in the global navigation has been optimized to help you find the most relevant search results.

  
Products Insights **Orders** Account Support Hub  
Par List  
Order List  
Orders & Invoices  
Keg Box  
Cooler Door

WEB ORDER TEST ACCT (CBS)  
Chicago Beverage Systems

JW

\$7,483.92

Next Delivery: 8/22/22

**2 Browse:** Navigate to any page on SipMarket by hovering over any of the sub-navigation links and making a selection.

  
Products Insights **Orders** Account Support Hub

WEB ORDER TEST ACCT (CBS)  
Chicago Beverage Systems

JW

\$7,483.92

Next Delivery: 8/22/22

My Profile

English

Logout

English

Spanish

**3 Switch Languages:** Click on your initials within the navigation bar to swap between English and Spanish if needed.

# 4

**Switch Accounts:** If you have multiple accounts, click on the name of your business to see a list of other businesses associated with your account.

### Purchase Reminder

Hello! You have 22 days, 1 hour and 2 minutes to submit an order for your next scheduled delivery.

[CHECK OUT NOW](#)

November

Mo	Tu	We	Th	Fr	Sa	Su
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

Today    Upcoming Delivery Date

# 5

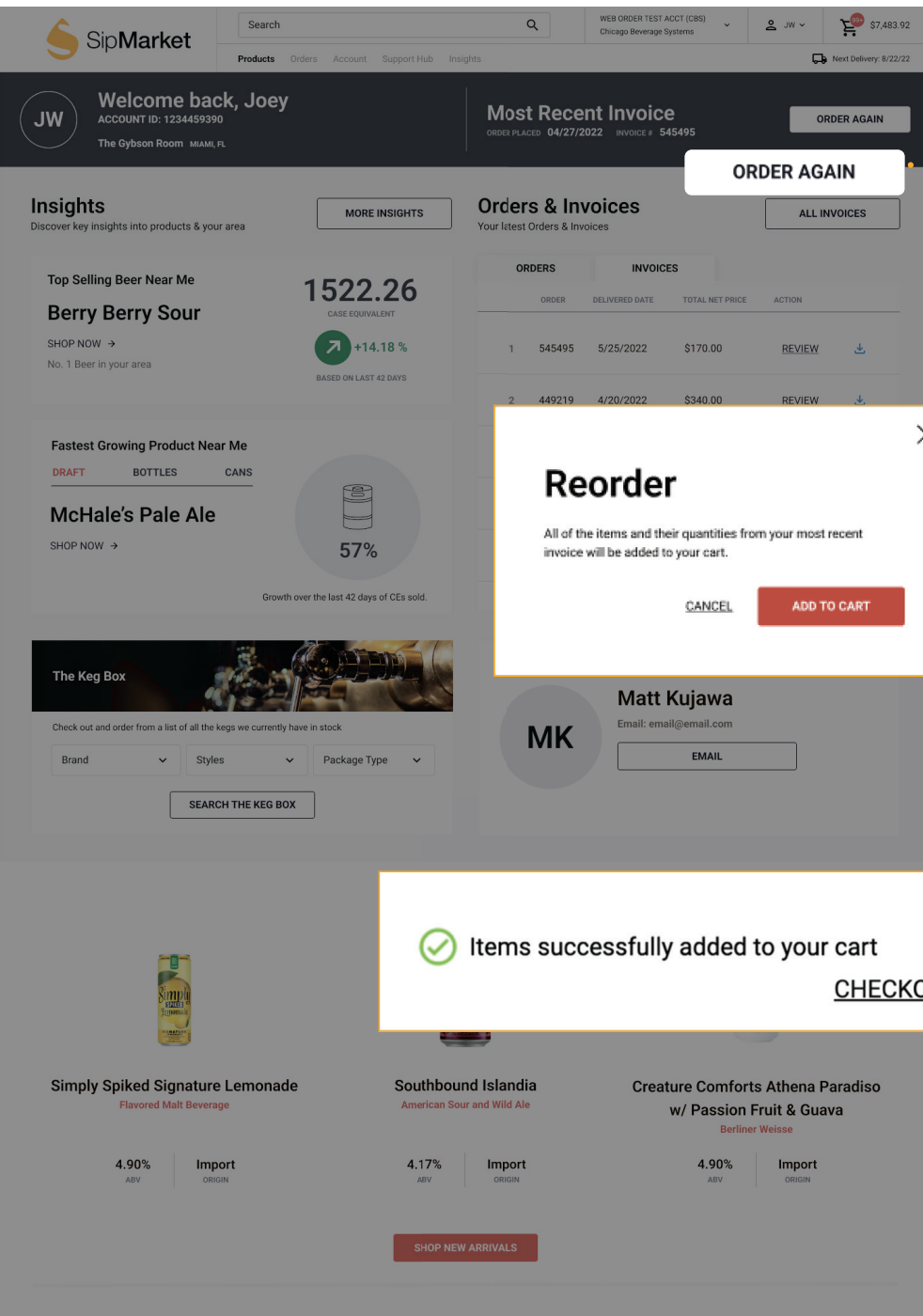
**Delivery Calendar:** Your delivery calendar is now accessible via the global navigation. Just hover over your next delivery date to view your upcoming delivery calendar.

# 04

## Customer Dashboard

Reordering your most recent invoice has never been easier!

**Just follow these three simple steps:**



1

Click "Order Again".

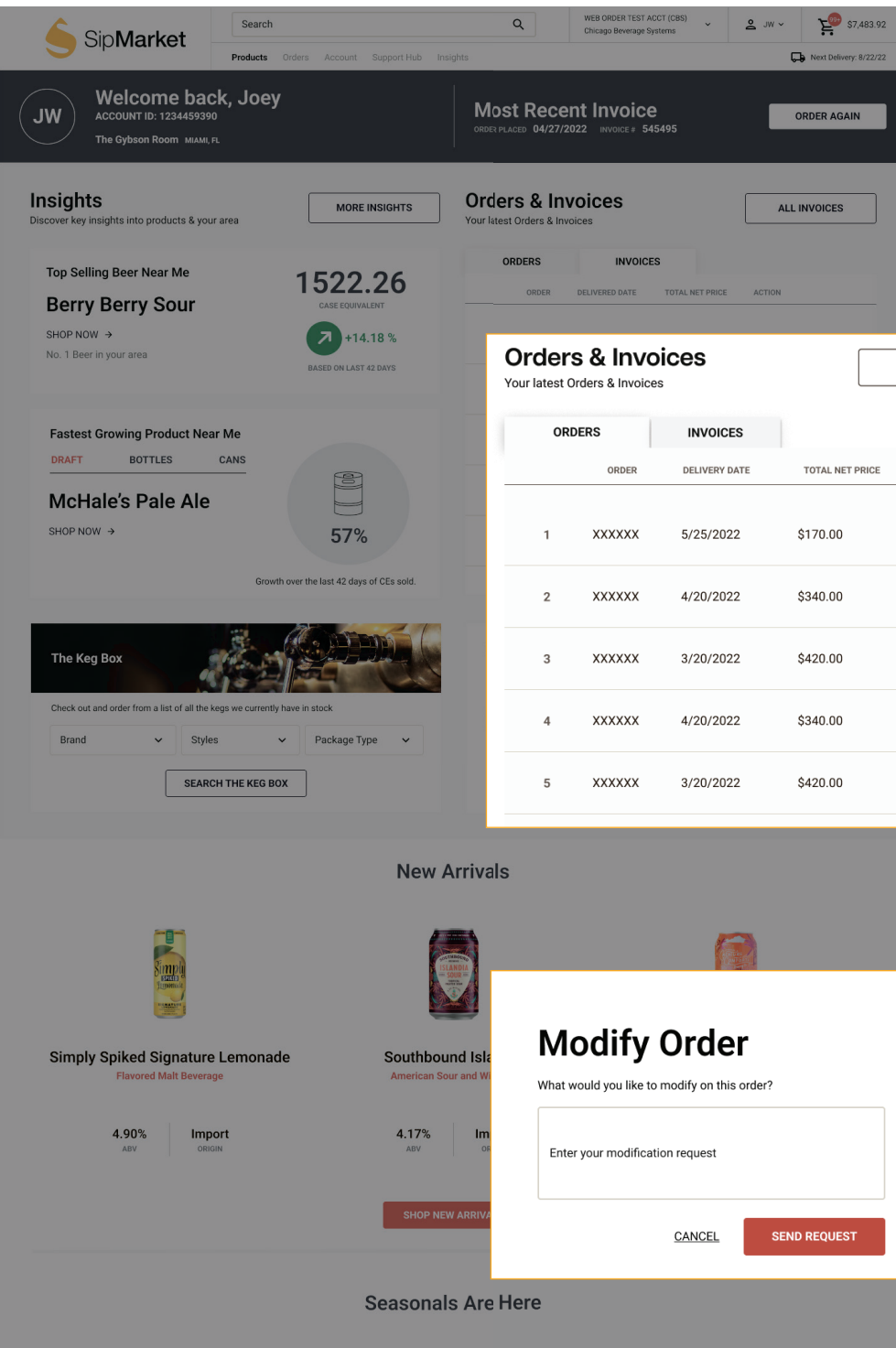
2

Select "Add to Cart" from the pop up that appears.

3

You'll receive a confirmation notification and select "Checkout" to view and modify items in your cart.

Modify a pending order, view or download a recent invoice - all on the new and improved SipMarket.com  
**Made a mistake when ordering? Here is how to modify:**



1

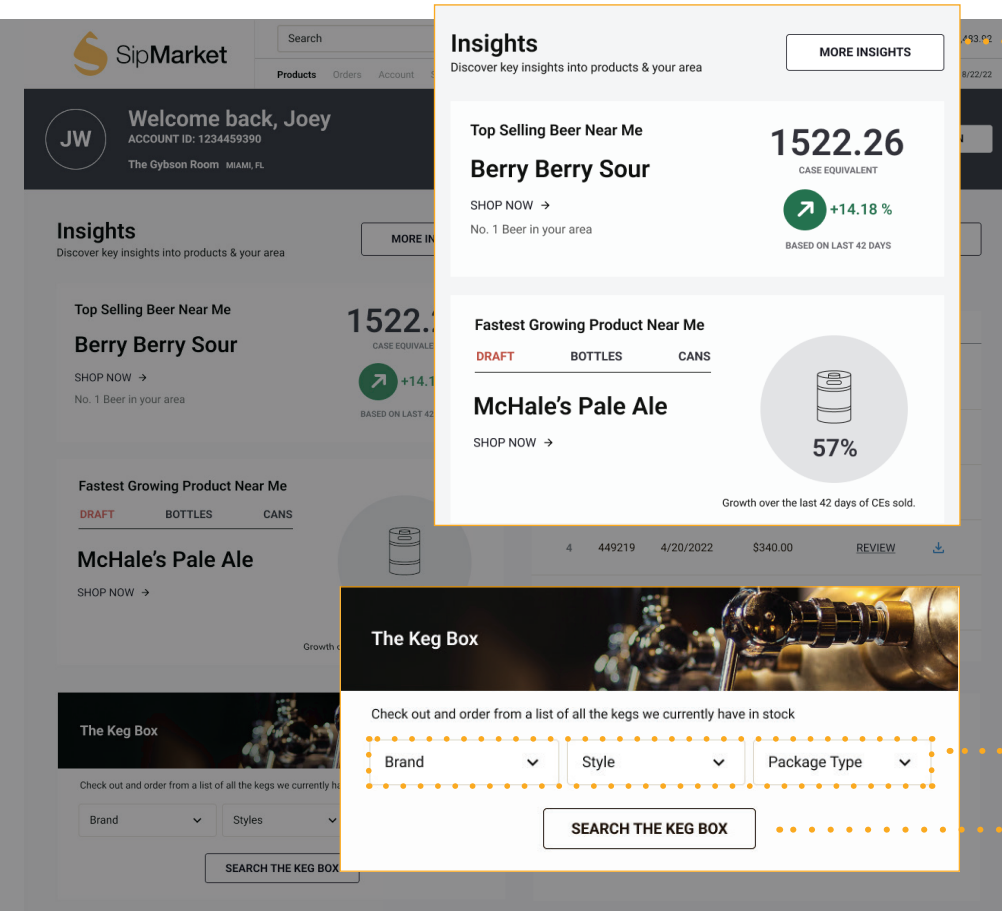
Select the **“Modify”** button in the Action column of the Orders table on the Orders and Invoices table.

2

Tell us what you want to modify and our team will get right on it.

Exciting new features to enhance your SipMarket.com experience.

## Insights, Keg Box, My Sales Reps:



1

Want more insights? Click the **“More Insights”** button to be directed to the full insights page, which provides an in-depth view of popular products near you.

2

Filter by **Brand, Style** or **Package Type**.

3

### ON-PREMISE

Click the **“Search”** button to visit the Keg Box page filtered by your selections.

*OR*

### OFF-PREMISE

Click the **“Search”** button to visit the Cooler Door page filtered by your selections.

4

Click the **“Email”** button while on desktop to send a quick email.

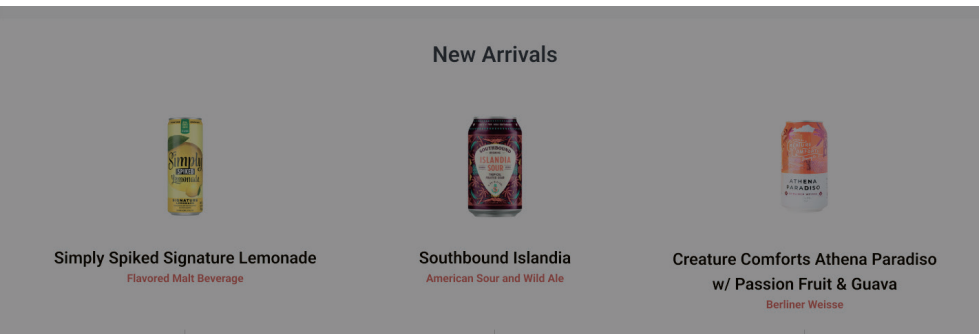
*OR*

5




Click **“Call”** while on mobile to call your sales rep directly.

SipMarket helps you stock your business with the newest and most relevant products!

There are two new ways to shop for products:






**New Arrivals**

 <b>Simply Spiked Signature Lemonade</b> Flavored Malt Beverage 4.90% ABV   Import	 <b>Southbound Islandia</b> American Sour and Wild Ale 4.17% ABV   Import	 <b>Creature Comforts Athena Paradiso w/ Passion Fruit &amp; Guava</b> Berliner Weisse 4.90% ABV   Import
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[SHOP NEW ARRIVALS](#)

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**Seasonals Are Here**

 <b>Yuengling Oktoberfest</b> Marzen and Festbier Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore 4.90% ABV   Import	 <b>Dogfish Head Punkin Ale</b> Spice, Herb or Vegetable Beer Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore 4.17% ABV   Import	 <b>Founders Breakfast Stout</b> Imperial Stout Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore 4.90% ABV   Import
--	--	--

[SHOP SEASONALS](#)

1

Click on the **product image** to shop all available package types or click **“Shop New Arrivals”** to browse additional products.

2

Click on the **product image** to shop all available package types or click **“Shop Seasonals”** to browse additional products.



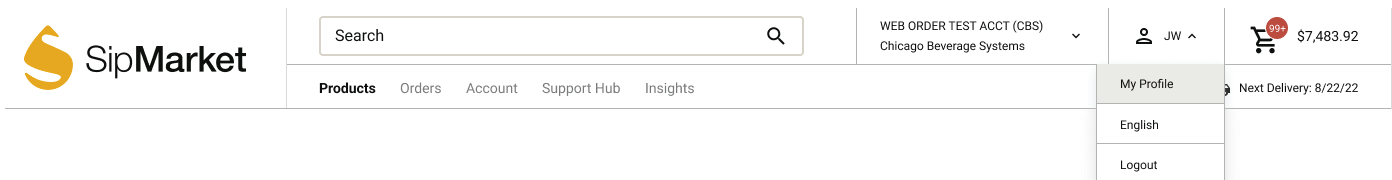
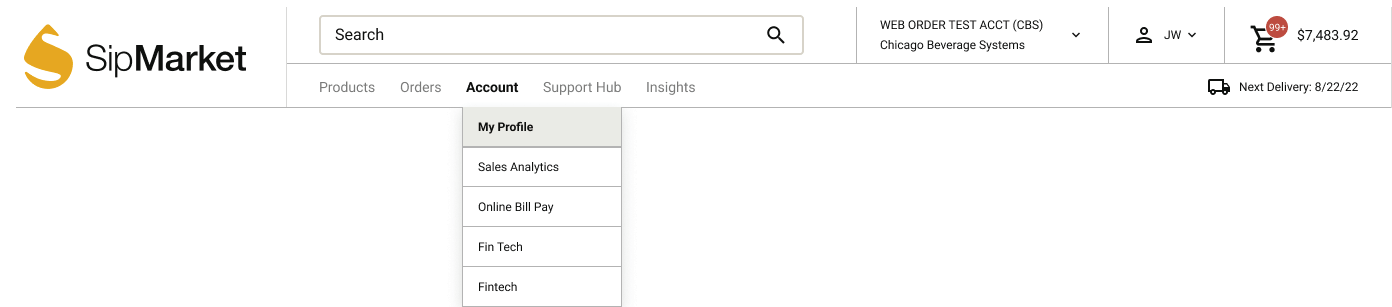
# 05

My Profile

Check out our redesigned “**My Profile**” page! It lets you update your account information, change your password, and view associated accounts, all in one place.

**There are multiple ways to access this page, here’s how:**

**1** Hover over the “**Account**” sub navigation link and click on “**My Profile**”.



**2**

Click on your initials next to the cart icon and click on “**My Profile**”.

Once you've selected either of the two ways to access the **"My Profile"** page, you will have several options to manage your account with ease.

Here are all the things you can do on this page:

**My Profile**

Account Number: WSMCJ | Business Unit ID: MCJ | [UPDATE COMMUNICATION PREFERENCES](#)

**Personal Details**

First Name: Ravi | Last Name: Mohan

Phone Number: 8444242337 | Email Address: rmohan1@reyesholdings.com

**Account Details**

Username: rmohan1 | Old Password: [ ]

New Password: [ ] | Confirm Password: [ ]

**Business Account**

Account ID: [ ] [WHERE TO FIND IT?](#)

Liquor License ID: [ ] [WHERE TO FIND IT?](#)

**Associated Accounts**

- WEB ORDER TEST ACCT (MCJ)
- WEB ORDER TEST - CBY (PVA)
- WEB ORDER TEST ALLIED (HDI)
- WEB ORDER TEST HDD LANCAS (HDI)
- WEB ORDER TEST GARDENA (HDI)
- WEB ORDER TEST - PDC (PDC)
- WEB ORDER TEST ACCT (FDI)
- WEB ORDER TEST GB REDDING (GBX)

1

Update your communication preferences by clicking the **"Update Communication Preferences"** button. From there, you will be taken to a page allowing you to update these settings.

2

Change your **name, phone number** or **email address** associated with your account. Once you've edited any of the fields, click update and your changes will be saved.

3

**Easily reset your password!** Enter your current password, create a new one and update it. Your new password will be required the next time you log in.

4

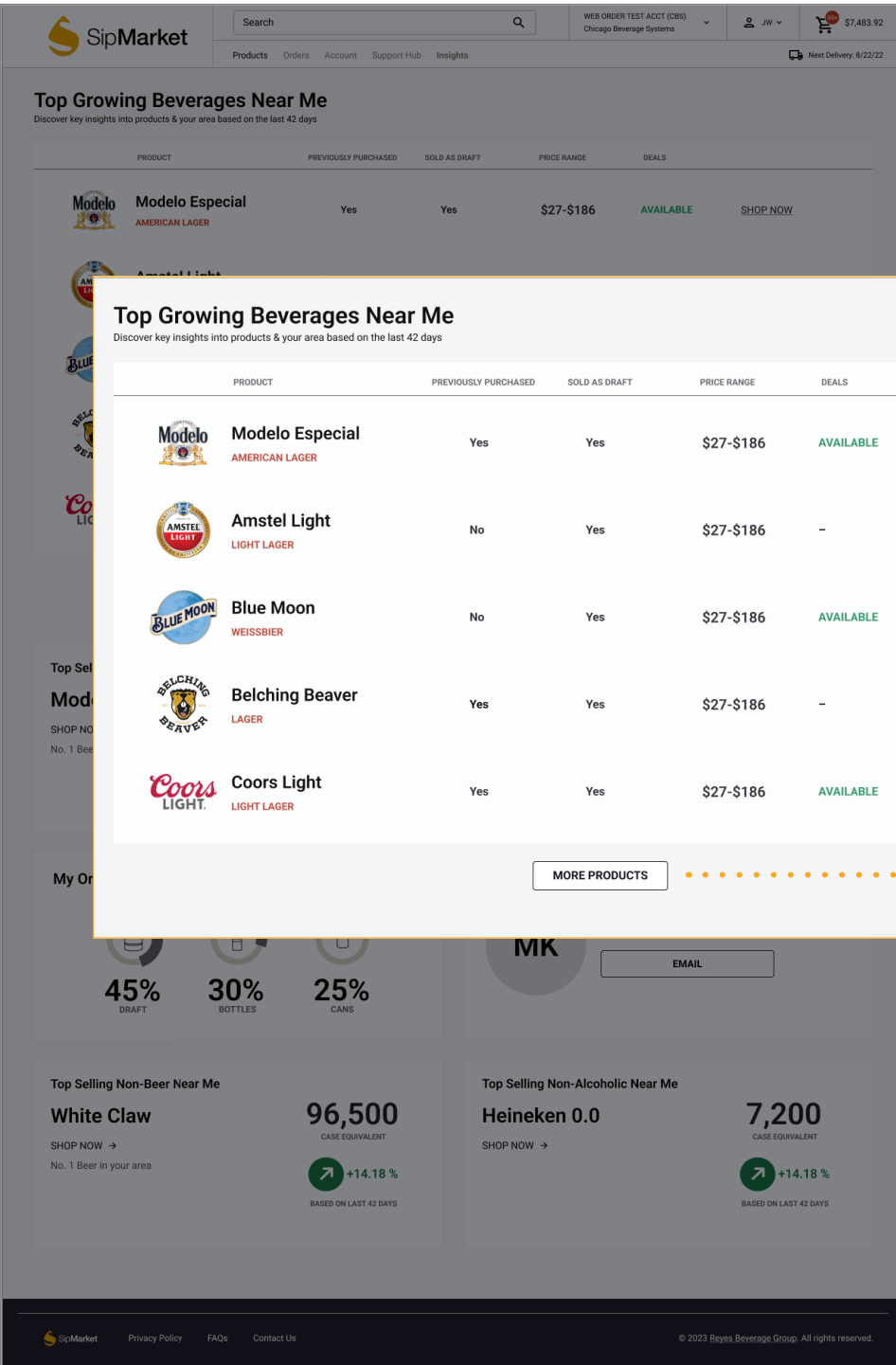
Have another business account you want to add to your account? Just enter the account ID and Liquor License ID and click **"Add"**.

# 06

Insights

Insights page showing you that you haven't purchased one of the most popular products in your area yet?

Explore more items your customers will love, here's how:



1

Click on the **“Shop Now”** button to view deals, additional product information and shop all package types.

**Want to see more items your customers will love?**

2

Click the **“More Products”** button to expand the list of products.

“Top Growing Beverages” has a few rows to help as you browse

**Top Growing Beverages Near Me**  
Discover key insights into products & your area based on the last 42 days

PRODUCT	PREVIOUSLY PURCHASED	SOLD AS DRAFT	PRICE RANGE	DEALS
<b>Modelo Especial</b> AMERICAN LAGER	Yes	Yes	\$27-\$186	AVAILABLE <a href="#">SHOP NOW</a>
<b>Amstel Light</b> LIGHT LAGER				
<b>Blue Moon</b> WEISSBIER				
<b>N/A</b>				
<b>N/A</b>				

**Top Growing Beverages Near Me**  
Discover key insights into products & your area based on the last 42 days

PRODUCT	PREVIOUSLY PURCHASED	SOLD AS DRAFT	PRICE RANGE	DEALS
<b>Modelo Especial</b> AMERICAN LAGER	Yes	Yes	\$27-\$186	AVAILABLE <a href="#">SHOP NOW</a>
<b>Amstel Light</b> LIGHT LAGER	No	Yes	\$27-\$186	- <a href="#">SHOP NOW</a>
<b>Blue Moon</b> WEISSBIER	No	Yes	\$27-\$186	AVAILABLE <a href="#">SHOP NOW</a>
<b>Belching Beaver</b> LAGER	Yes	Yes	\$27-\$186	- <a href="#">SHOP NOW</a>
<b>Coors Light</b> LIGHT LAGER	Yes	Yes	\$27-\$186	AVAILABLE <a href="#">SHOP NOW</a>

[MORE PRODUCTS](#)

The “**Previously Purchased**” column lets you know if you have purchased this product in the past.

The “**Sold as Draft**” column is for on-premise accounts to see if the corresponding product is sold as a keg.

“Top Growing Beverages” has a few rows to help as you browse

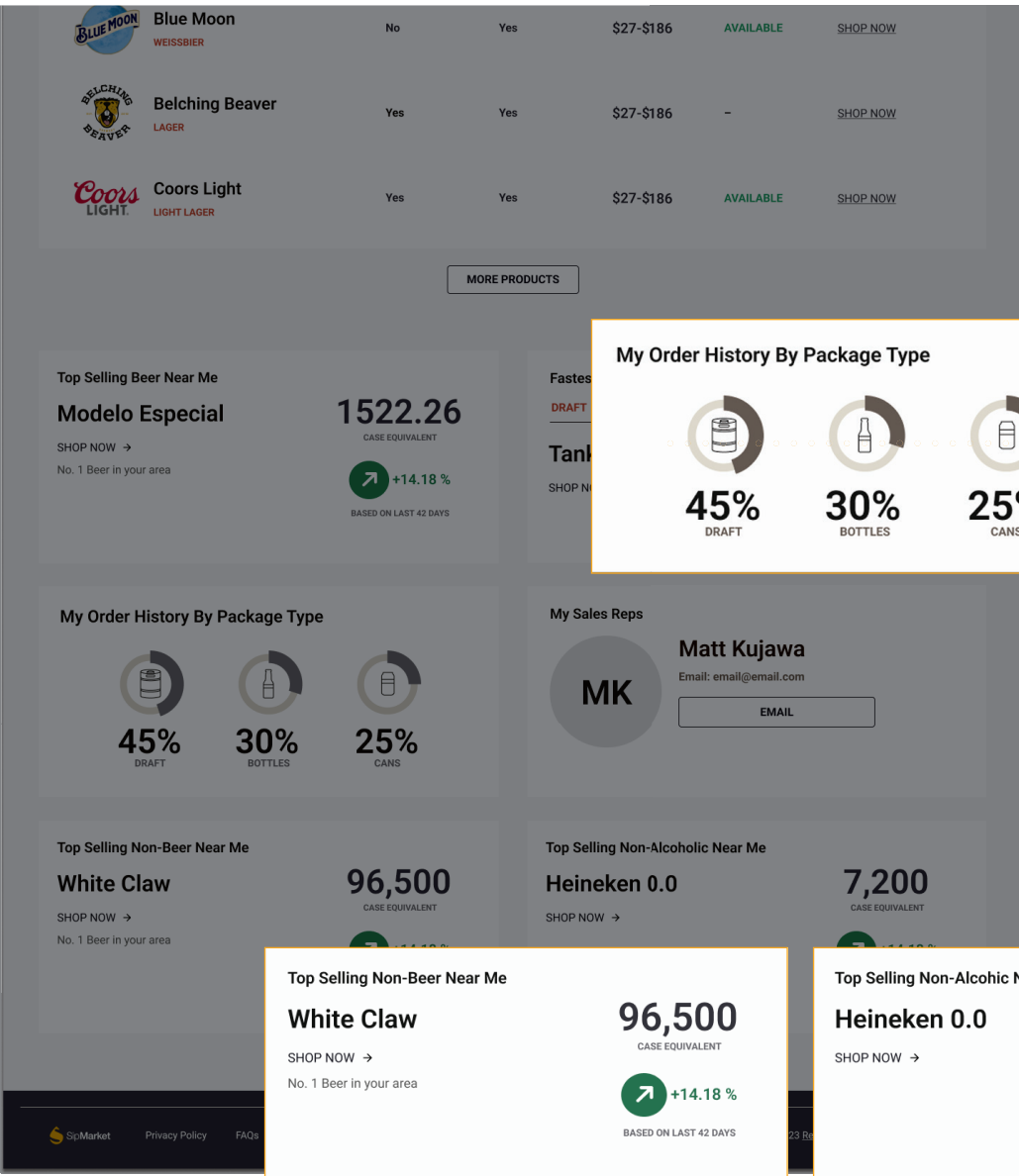
PRODUCT	PREVIOUSLY PURCHASED	SOLD AS DRAFT	PRICE RANGE	DEALS	
<b>Modelo Especial</b> AMERICAN LAGER	Yes	Yes	\$27-\$186	AVAILABLE	SHOP NOW
<b>Amstel Light</b> LIGHT LAGER	No	Yes	\$27-\$186	-	SHOP NOW
<b>Blue Moon</b> WEISSBIER	No	Yes	\$27-\$186	AVAILABLE	SHOP NOW
<b>Belching Beaver</b> LAGER	Yes	Yes	\$27-\$186	-	SHOP NOW

PRODUCT	PREVIOUSLY PURCHASED	SOLD AS DRAFT	PRICE RANGE	DEALS	
<b>Modelo Especial</b> AMERICAN LAGER	Yes	Yes	\$27-\$186	AVAILABLE	SHOP NOW
<b>Amstel Light</b> LIGHT LAGER	No	Yes	\$27-\$186	-	SHOP NOW
<b>Blue Moon</b> WEISSBIER	No	Yes	\$27-\$186	AVAILABLE	SHOP NOW
<b>Belching Beaver</b> LAGER	Yes	Yes	\$27-\$186	-	SHOP NOW

The “**Price Range**” column gives you a glimpse into how each package type for that particular product varies in price.

Finally, the last column is labeled “**Deals**”. With this information, you can determine if the product you are looking at has any available deals that you can take advantage of. Just click on that product, go to the PDP and view the deals if that column is marked as “**Available**”.

Need more information to influence your purchases? We've got you covered. **Just head to the insights page to see all of the valuable data we provide.**



**My Order History By Package Type**

<b>45%</b>	<b>30%</b>	<b>25%</b>
DRAFT	BOTTLES	CANS

1

Check out your 90-day **order history by package type.**

**Top Selling Non-Beer Near Me**

**White Claw**

96,500 CASE EQUIVALENT

+14.18% BASED ON LAST 42 DAYS

2

View **“Top Selling Non-Beer”** products. As our product catalog expands, staying informed about our products outside of the beer category is key. View “Top Selling Non-Beer” to see products that are popular in your area, like seltzers.

**Top Selling Non-Alcoholic Near Me**

**Heineken 0.0**

7,200 CASE EQUIVALENT

+14.18% BASED ON LAST 42 DAYS

3

View **“Top Selling Non-Alcoholic”** products. We have an extensive list of non-alcoholic products you might want to stock up on. View “Top Selling Non-Alcoholic” to see the most popular non-alcoholic beer or sports drink near you.





**THANK YOU**

**Have a question  
or need assistance?**

We are here to help. Give us a call at  
**855-424-2337**  
or email us at

**[SipSupport@reyesholdings.onmicrosoft.com](mailto:SipSupport@reyesholdings.onmicrosoft.com)**  
**Monday through Friday from**  
**7 a.m. - 6:30 p.m. (CST)**

Email support is available on  
**Sunday 7 a.m. - 6:30 p.m. (CST)**