

2019 Vintage Packaging Guide

VINIV

BORDEAUX

A life explored, a story bottled



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LAVINAL



Le Vin est la plus saine
et la plus hygiénique des
boissons. PASTEUR

PROTÈGE-CAHIER

Arthur Lavinial

— 2014 —

LOU JAM

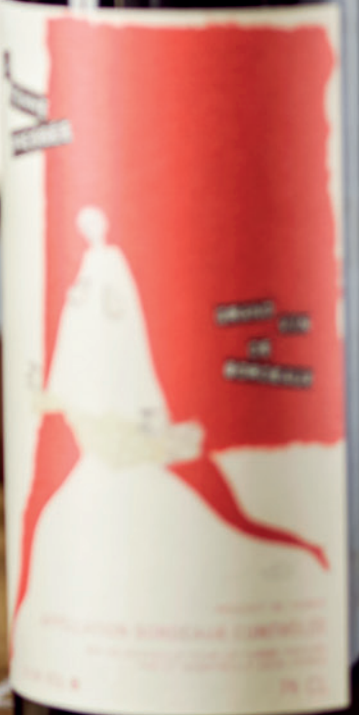


2014 GRAND VIN DE BORDEAUX



Cuvée George
The Duke Of Juice

APPELLATION BORDEAUX CONTRÔLÉE
MIS EN BOUTEILLE POUR THE DUKE OF JUICE
PAR VINTY & LESO FRANCE
PRODUIT DE FRANCE | CONTIENT DES SULFITES
13,5% vol | 75cL





PACKAGING YOUR WINE - INTRODUCTION

This section outlines everything you need to know about the labeling and packaging of your wine to ensure that how your wine is presented is as unique and pleasing to you as the wine itself.

YOUR CONTACT

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HEAD OF EXTERNAL RELATIONS

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Step 1

CREATE YOUR BRAND AND YOUR STORY

This step outlines the elements you need to consider before working with our designers on your label. It includes examples and guidance that will help you determine your story (i.e. brand concept), the name of your wine and how to describe your wine on the back label (lovingly referred to as 'romance copy' in the wine industry).



Step 2

DESIGN YOUR LABEL

With your brand and story in hand, the next step is to get inspired with the examples in Step 2 to determine the design style for your label.

You will kick start the process by developing a creative brief with one of our designers.



Step 3

SELECT YOUR PACKAGING OPTIONS

This section outlines the standard packaging of your wine, as well as personalised packaging options such as different bottle formats and personalised corks and wooden cases.

You will be contacted to complete the [Packaging Selection Form](#) to guarantee your personalised packaging option requests. If we do not receive a response in time, the standard packaging options included in your barrel price will be applied.

PACKAGING YOUR WINE



Step 1

CREATE YOUR BRAND AND YOUR STORY

Naming and describing your wine

You will arrive in Bordeaux with your own experience to share and future to write. So, while the wine you make will tell this story, the label you design is its front cover.

A brand is more than the name you give to your wine. It includes all the elements that directly or indirectly tell your story and give it personality.

This process often starts with thinking about what motivated you to start this journey. You may or may not have an idea of the story you want to tell. Regardless, this section includes examples from fellow VINIV members and guidelines to develop your wine story, the name of your brand and what to consider for the 'romance copy' on the back label of your wine.



Your wine story

VINIV members typically create wines with three types of narratives that influence their brand name, romance copy and label design.

These narratives may not apply to you, but the descriptions and accompanying examples could serve as inspiration to help you determine your story.

'SENTIMENTAL' (1)

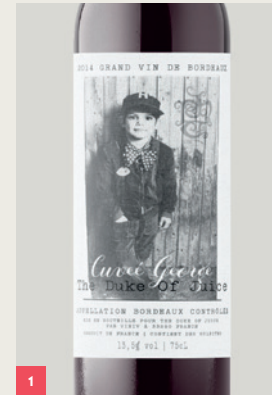
Usually related to your loved ones, family or friends, these wines carry a message close to the winemaker's heart and represent something personal they are commemorating or celebrating.

'HUMOUROUS' (2)

With a light-hearted and fun message, these wines usually reference a personal joke or anecdote.

'PHILOSOPHICAL' (3)

Whether this is business-focused or more personal, these labels convey an ideology that represents the winemaker's beliefs or outlook on life and the wine they have made.



CUVÉE GEORGE - THE DUKE OF JUICE

"This wine is dedicated to my family. Thank you for putting up with me and telling me I looked cool in a bowtie."



LAID TO REST

"Box Bottled, Laid to Rest is a wine instantly recognized as a wine produced by a long established and respected family who are renowned for quality.

A glass or a bottle of Box Bottled, Laid to Rest will not put you flat on your back. If it does, well who cares, but please call 01924 465402 for 24 hour assistance!"



LA FEMME PRESSÉE

"('Woman in a Hurry') is born out of the universal truth that today's woman can do more and be more than ever before."

Your brand name

Understanding of the story behind your wine should directly influence your brand name. If you don't already have a name in mind, start thinking about that perfect title which evokes your journey and interests.

Once you've decided on the story behind your wine, these questions, along with the examples on the right might help you come up with a name:

'SENTIMENTAL' (1)

- Could your name relate to a person or a group of people you care about?
- Is there a special place you could name the wine after?
- Could it relate to a poem, song, book, or piece of art that is important to you?
- Is there a particular moment in your life that you want to celebrate?
- Is there a story from your life that you want to base the name on?

'HUMOUROUS' (2)

- Is there a personal joke you could reference in the name?
- Do you want to poke fun at something of meaning to you?
- Could a funny anecdote you share with your friends or family inspire the name?
- Have there been any humorous moments in your wine making experience?
- Is there a play on words or pun you could use?

'PHILOSOPHICAL' (3)

- Is there a quote that is important to you?
- Do you have a personal value or point of view that you could use?
- Is there a specific inspiration you'd want to name the wine after?
- Could it relate to your reasons for becoming a winemaker?
- Do you make a statement with your wine?

'La Passion des Amis'

Translating as 'The Passion of Friends', this wine represents the journey of eight friends that made a wine celebrating their friendship and love of wine.

1

'Marilyn Merlot'

An obvious play on words, not only is this name humorous but it alludes to Hollywood glamour that would help when working on the label design.

2

'Clarté'

Clarté was born from the recognition that a great wine often brings clarity to your evening conversations while leaving you clear minded in the morning.

3

Your romance copy

The romance copy is the description that is typically found on the back label of the bottle. It's your opportunity to explain the story behind your wine.

It is not obligatory to include romance copy, but adding a narrative is the ideal way to charm your audience and provide a brief glimpse into your winemaking journey.

We recommend that you keep your romance copy concise to ensure high-quality visibility on the printed label – this means copy of between 60-80 words.

The questions below and examples on the accompanying page are meant to stimulate your thinking:

'SENTIMENTAL' (1)

- Do you want to dedicate the wine to someone or a group of people?
- Could you describe a memory of a place that relates to your journey?
- Could you elaborate on a poem, song, book, or piece of art that inspires you?
- Do you want to celebrate an important year or anniversary?
- Is there a story from your life you could tell?

'HUMOUROUS' (2)

- Do you have a joke that relates to the wine name that you could explain?
- Could you use a funny anecdote you share with your friends or family?
- Could you use a play on words or pun in the copy?

'PHILOSOPHICAL' (3)

- Is there a quote that is important to you?
- Could you explain a personal value or point of view?
- Can you explain the specific inspiration behind your wine?
- Do you want to make a meaningful statement?

“This bottle of wine is a time capsule. It is the distillation of 2015's weather on the Gironde, filtered by terroir. The front label portrays their four children – Owen, Huw, Robert and Alexandra, captured at the same moment in time.

The wine will improve with age, but will the children?

Whatever the answer, each time a bottle is opened it will bring pleasure in the present, and serve as a happy remembrance of the past.”

1

“Two pals making wine together seemed the perfect excuse”

2

“Vrye Gees is an understandably strange name for a wine from Bordeaux. The literal translation in Afrikaans is 'free spirit' and this epitomizes our own take on this individual blend from our own heritage.”

3

PACKAGING YOUR WINE



Step 2

DESIGN YOUR LABEL

Creating your wine brand

You will work with our design partner – Barlow & Co. – to create a bespoke label which will be a vivid testament to where you have been, and where you are going.

If you already have an idea or artwork, this is a great start. If not, we've put together some label design inspiration over eight different style categories. By considering how these styles fit with your wine story and brand name, we hope you will end up with a clear idea of what you want your label to look like.

In addition to the design style, you will need to consider the label format and regulations. Our design team will advise you on this along with which printing technique is best to enhance your label design.

Once you have decided on your story and brand concept, you will work with one of our designers to outline the design brief. There is no need to worry if you feel unsure about the approach to take for your label design, our design team will provide guidance to ensure you are pleased with the end result.

If you have your own designer, we will send you the guidelines for your label as it needs to abide by the strict regulatory requirements and be print-ready for our printer.

Please take note that you are fully liable for all copyright issues and are responsible for reproducing copy and artwork legally.



Label Design Overview

CLASSIC

CLASSIC - MINIMAL

- Abundance of white space
- Gold and silver foil details
- Serif and script fonts
- Hand-drawn, intricate illustrations



CLASSIC - BOLD

- Traditional bold or serif typography
- Traditional illustrative style
- Supported with small, intricate details
- Colour palette with strong contrast



CLASSIC - RUSTIC

- Traditional illustrations, hand-drawn style
- Abstract use of colour to reference wine
- Off-white backgrounds and textures
- Traditional serif typography



CLASSIC - LUXURY

- Use of foil, typically in gold, red or silver
- Effects such as embossing and Spot UV
- Intricate details and elegant graphics
- Traditional serif typography



CONTEMPORARY

CONTEMPORARY - MINIMAL

- Abundance of white space
- Typography to create impact
- Simple graphics as the focus
- Effects such as die cuts



CONTEMPORARY - BOLD

- Large text that stands out on the label
- Graphics or patterns used playfully
- Bold, clear contrast with black and white
- Use of bright colours



CONTEMPORARY - RUSTIC

- Textured fonts and backgrounds
- Use of traditional pencil drawings
- Contemporary illustration or collage
- Contemporary use of colour



CONTEMPORARY - LUXURY

- Use of foil, typically in gold, red or silver
- Simple patterns that cover the label
- High-end modern art or photography
- Pared-back typography



Further label customisation options such as foil stamps, embossing and laser cutting are possible. Prices are available upon request and depend on the selected technical specifications and design.

Classic labels

If you want your wine to look at home amongst a refined collection of Bordeaux wines, a Classic label might be your best choice.

Classic designs all carry a more traditional aesthetic that is generally seen on prestigious wines. With more detail than is usually seen on contemporary labels, they are associated with history and heritage. The use of colour, typography and design elements is often more crafted and gives the impression of age and elegance.



Classic – Minimal

Classic design that's been stripped back to its simplest form.

While most more traditional designs are full of detail – all of the information about the wine and its provenance on display – these minimal designs favour white space and simplicity.

They retain the hallmarks of more classic design such as gold and silver foil details (3, 7), serif and script fonts (5) and hand-drawn, intricate illustrations (1, 2, 6, 7, 8), but decrease the prominence of some elements so that white space is in abundance (1, 4, 6).

Artwork or patterns used can often be more simplistic, so the design doesn't feel too busy (2, 4).



1



2



3



4



5



6



7



8

Classic – Bold

Elegant and refined designs that still stand out.

Classic bold designs are something of an oxymoron, with most traditional labels preferring delicate elegance. These examples, though, use elegant serif typography (3, 4, 5, 7) or traditional bold typography (1, 8) to make big statements in a more classic way.

Any graphics tend towards a more traditional illustrative style (2). Supported with small, intricate details that add to the 'heritage' feel (4, 5) they often exhibit a colour palette with strong contrast, to ensure real stand-out on the shelf (1, 7, 6).



Classic – Rustic

Classical designs that are full of character and history.

The rustic selection of classic labels play more on the heritage and historical aspects of the wines, using illustration, texture and typography to create designs that are classical yet full of character.

Traditional illustrations in hand-drawn style are a hallmark (1, 3, 6,), while some use more abstract use of colour to reference the wine and its process (5).

Off-white backgrounds and textures give the labels an aged feel that adds to the legacy of the wine (4, 7, 8) and traditional serif typography is used but tends to be less prominent than the featured art (2, 4).



1



2



3



4



5



6



7



8

Classic – Luxury

Intricate, ornamental designs that are rich with character.

These luxurious labels take the elements frequently found in classic designs, but add embellishments and decoration.

Most examples here showcase foil, typically in gold (1, 4), but also in other colours such as red (3) and silver (5). Other effects used include embossing (4), and Spot UV (6), which adds a transparent gloss over parts of the design.

Intricate details are often used to give a depth to the design, with graphics that are decorative and elegant (2, 3, 6, 8). The fonts used are usually serif, and traditional display fonts that are full of character (1, 3, 7).



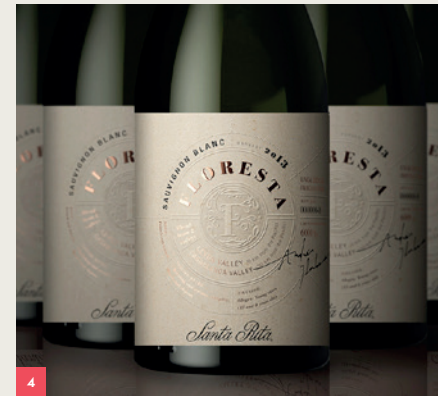
1



2



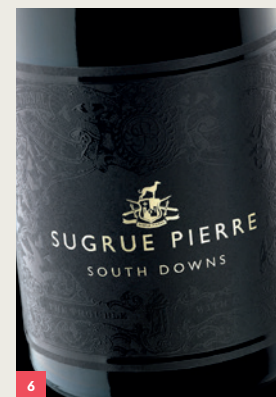
3



4



5



6



7



8

Contemporary labels

If you want to tear up the Bordeaux wine label rulebook, so to speak, there are lots of beautiful designs to inspire you here.

Our contemporary design selections are bolder, more colourful and more playful than the classic selections.

The scope within what looks contemporary is broad, but these examples all have a strong concept behind them and are executed using various styles of typography, illustration and graphics that all stand out.



Contemporary – Minimal

Taking the less-is-more approach to the design of your label.

These minimal designs all deliver powerful messages with their simple graphics.

Often focusing on one graphical element or the name of the wine, they use a lot of space so that the design has a clear focal point.

Some of these designs use typography to create impact (1, 3, 5, 8) while some use a simple graphics as the focus (6, 7). Use of effects such as die cuts can add a more luxurious feel to simple labels (1, 4), and white space around your wine name is a must have for a minimal design (2, 6). If simplicity is for you and your wine, follow these cues with our designer.



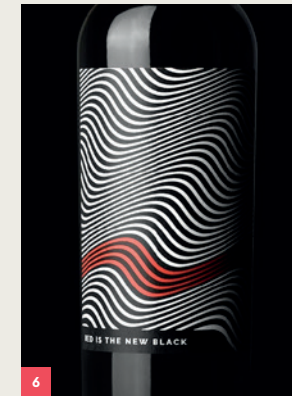
Contemporary – Bold

Throw out the traditional wine label rulebook.

These bold and contemporary designs create impact with strong colours, patterns or typography.

If you've got a strong brand name, you might want to make this the focus with large text that stands out on the label. Graphics and patterns are used in playful ways for the same reasons (1, 6, 7, 9) – and while they stand out, they offer something that also looks quite refined.

Black and white makes for a bold and clear contrast (2, 8). Bright colours will also make your label stand out (1, 4, 9).



Contemporary – Rustic

Build a rich story into a contemporary design.

Combining a modern design aesthetic with more rustic effects, this collection is best suited to winemakers who prefer something that looks contemporary and on-trend, but want to weave the story of their wine into the details.

Textured fonts and backgrounds give some examples a worn or earthy feel (2), while giving the impression of used or old paper can add to this heritage style (7).

Use of pencil drawings can feel slightly more traditional (3, 5, 6), but more contemporary illustration or collage also helps build a story into your label (1, 4). Some of these feel contemporary because of the use of colour in otherwise traditional designs (6, 8).



Contemporary – Luxury

Modern interpretations of traditional luxury.

The modern idea of luxury is displayed here across a selection of wine labels that look suitably expensive and premium.

These designs frequently incorporate gold or coloured foil (2, 3, 4, 5) often paired with simple patterns that cover the label (1, 6, 7). They often feature pared-back and small typography (4, 8).

If you're a fan of modern art or design, and want your label to look expensive and premium, these designs might help inspire you.



Label formats

There are 5 label formats to choose from. Our designers will guide you on what will work best for your brand.

Please note that for the Imperial bottle format, there are only two label options.

BORDEAUX CLASSIC

OPTION 1 - FRONT AND BACK LABEL

FRONT

8.89cm x 13.34cm
3.5" x 5.25"

BACK

8.89cm x 8.89cm
3.5" x 3.5"

OPTION 2 - FRONT LABEL ONLY

FRONT

8.89cm x 13.34cm
3.5" x 5.25"



SQUARE

OPTION 3 - FRONT AND BACK LABEL

FRONT

9.17cm x 9.17cm
3.61" x 3.61"

BACK

9.17cm x 9.17cm
3.61" x 3.61"

OPTION 4 - FRONT LABEL ONLY

FRONT

9.17cm x 9.17cm
3.61" x 3.61"



LANDSCAPE

OPTION 5 - FULL WRAP-AROUND LABEL

FULL WRAP-AROUND LABEL

9.16cm x 20.98cm
3.5" x 5.25"



IMPERIAL

OPTION 6 - FULL LABEL

FRONT LABEL

15.2cm x 21.5cm

5.98" x 8.46"

OPTION 7 - FRONT LABEL ONLY

BACK LABEL

10.85 cm x 10.85 cm

4.27" x 4.27"



Label design options

ADDITIONAL LABELS

For every barrel you produce, you have the opportunity to create up to three unique labels. It is an ideal option if you are making your wine with others and each of you have a distinctive story to tell.

| OPTION | PRICE |
|------------------|-------------------|
| Additional label | € 1,400/ \$ 1,750 |

SPECIAL LABEL DESIGN AND TEXTURING

Special printing techniques such as foil stamps, embossing and laser cutting are available at an additional rate. Pricing is based on your selection of bottle format and printing technique.

| PRINTING TECHNIQUE | PER BOTTLE FORMAT** |
|---------------------------|---------------------|
| Numbering | € 100 / \$ 120 |
| Special cutting | € 300 / \$ 360 |
| Special paper | € 300 / \$ 360 |
| Lamination (film-coating) | € 300 / \$ 360 |
| Embossing (one level) | € 350 / \$ 420 |
| Foil (Eg. gold or silver) | € 350 / \$ 420 |
| High-raised varnish | € 550 / \$ 660 |

* Further personalisation is available upon request.

** Eg. If the packaging selection includes 75cL and Magnum bottles, the rate is considered twice.



2a



2b



2c



2d

Label requirements overview

There are some 'rules and regulations' imposed by the French authorities around what can and can't appear on your label, regardless of whether you produce your wine for commercial or private purposes. Here are a few important things to note:

BRAND NAME

French anti-fraud authorities are strict about the use of names that imply a 'sense of place' if you are not the owner of that property. As a result, you will not be able to use words such as 'Château', 'Clos', 'Domaine', 'Mas', 'Manoir' or 'Cru' in your brand name.

Given the size of the winemaking community and the importance of existing trademarks, we discourage you from considering names or designs that closely resemble existing commercial brands. For example, the use of the name 'Lynch' or 'Bages' even in reference to the village is not permitted.

WINE LABEL & APPELLATIONS

French anti-fraud authorities refuse to allow the mention of any of the appellations in which your vineyards are originally located because your wine is ultimately a blend of fruit from various appellations.

VINIV uniquely encourages blends of grapes from multiple prestigious appellations. Consequently, your wine will be classified as AOP (Appellation d'Origine Protégée) Bordeaux.

COUNTRY SPECIFIC LABEL REQUIREMENTS

Your label will have to abide to specific requirements depending on the wine's destination. On the following pages you will find specific label requirements for wines that are imported to the United States and countries within the European Union. For other countries, please contact us for more details.



Label requirements – USA

MANDATORY

The Federal Labelling Guidelines state that the following MUST be adhered to on either the front and/or back label.

- The Brand name, appellation, class and type designation must appear on the 'Brand label' which can be either the front or the back label.
- The statement 'Contains Sulfites' must appear, on either the front or back label.
- The 'Net Contents' statement must appear in a metric standard of fill (i.e. 750ML), on either the front or back label.
- The 'Importer Statement', 'Imported by, Name, State', must appear on either the front or back label.
- The 'Country of Origin' statement must appear on either the front or back label. The acceptable formats are as follows:

Product of France

Produce of France

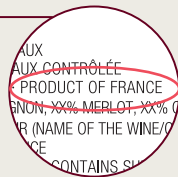
Wine of France

Produced in France

Produced and bottled in France

Produced by [insert producer name, followed by country or city and country]

- The mention of grape varietals takes precedence over 'Red Wine' as the class and type designation, and must therefore appear on the 'brand' label. Please state the exact description of the blend.



PROHIBITED

The Federal Labelling Guidelines state that the following MUST be avoided on both the front and back label.

- Do not use the words 'strong', 'strength', 'powerful' or 'magic' to describe a wine.
- Do not use any language that represents any still wine to be effervescent wine or a substitute for an effervescent wine (i.e. 'lively', 'bursting', 'Spumante', 'Cremant').
- Do not make any false curative or therapeutic claims.
- Do not make any specific health claims or health related statements.
- Do not use any statement, design, device, or representation that is prohibited. Nudity is prohibited unless it is 'recognised' as a true work of art.
- Do not make statements on a wine label, which tend to create the impression that wine contains distilled spirits, is comparable to a distilled spirit, or has intoxicating qualities.

Label requirements – USA

FRONT LABEL

All mandatory information needs to be on the back label, although some winemakers also decide to incorporate some of those elements in the design of their front label. The following example identifies the optional elements you can use on your front label.

OPTIONAL

- A** Vintage year
- B** Artwork
- C** Country of origin
- D** Volume / net content
- E** Bottler's declaration
- F** Alcohol content
- G** Wine designation
- H** Appellation of origin*
- I** Name



The layouts are only illustrative. Provided the and optional particulars are correctly displayed, other label designs are permitted.

* The design can only include the appellation if the wine designation is stated above it in a larger size.

BACK LABEL

This template explains the back label requirements including those specific to import wines into the United States. VINIV's graphic designers are briefed on these guidelines. External designers can refer to our Label Design Technical Guide.

All mandatory information, excluding the alcoholic content statement, must be a minimum of 2mm height in type size

MANDATORY

- 1 Wine designation
- 2 Appellation of origin
- 3 Vintage and wine descriptor
- 4 Country of origin
- 5 Grape varieties
- 6 Importer
- 7 Volume / net content
- 8 Alcohol content
- 9 Declaration of sulfites
- 10 Government warning
- 11 Lot number
- 12 Bottler's declaration
- 13 Brand Name

OPTIONAL

- A** Romance copy
- 10

The Health Warning statement must be separate and apart from all other text (2mm is the standard). It may not exceed 25 characters per inch. The words "GOVERNMENT WARNING" must be in capital letters and in bold type. No other text other than the words "GOVERNMENT WARNING" may appear in bold type. If you use lower case letters in the text, as with the words "GOVERNMENT WARNING", the "A" in "According", "S" in "Surgeon", "G" in "General" and "C" in "Consumption" must be in capital letters. There MUST be a comma after the words "GENERAL" and "MACHINERY".



When making reference to the different grape varieties used to make the wine, you must state the percentages, in descending order, adding up to 100%.

Shown in whole or 0.5% units ABV needs to be a minimum of 1mm high and no more than 3mm high.

Label requirements – European Union

MANDATORY

The following MUST be avoided on both the front and back of European wine labels:

- Information that misleads the customer on the provenance or quality of the product.
- References to other wine properties, other protected designations of origin, protected geographical indications .
- Terms or wording protected by other wine brands.
- Indications that the product is 'similar to', 'like', 'in the style of', 'made like' etc.

PROHIBITED

The following must be avoided on both the front and back of European wine labels:

- Information that misleads the customer on the provenance or quality of the product.
- References to other wine properties, other protected designations of origin or protected geographical indications.
- Terms or wording protected by other wine brands.
- Indications that the product is 'similar to', 'like', 'in the style of', 'made like' etc.

Label requirements – European Union

FRONT LABEL

All mandatory information needs to be on the back label, although some winemakers also decide to incorporate some of those elements in the design of their front label. The following example identifies the optional elements you can use on your front label.

OPTIONAL

- A Vintage year
- B Artwork
- C Country of origin
- D Volume / net content
- E Bottler's declaration
- F Alcohol content
- G Wine designation
- H Appellation of origin*
- I Name



The layouts are only illustrative. Provided the and optional particulars are correctly displayed, other label designs are permitted.

* The design can only include the appellation if the wine designation is stated above it in a larger size.

BACK LABEL

This template explains the back label requirements including those specific to the country of import. VINIV's graphic designers are briefed on these guidelines. External designers can refer to our Label Design Technical Guide.

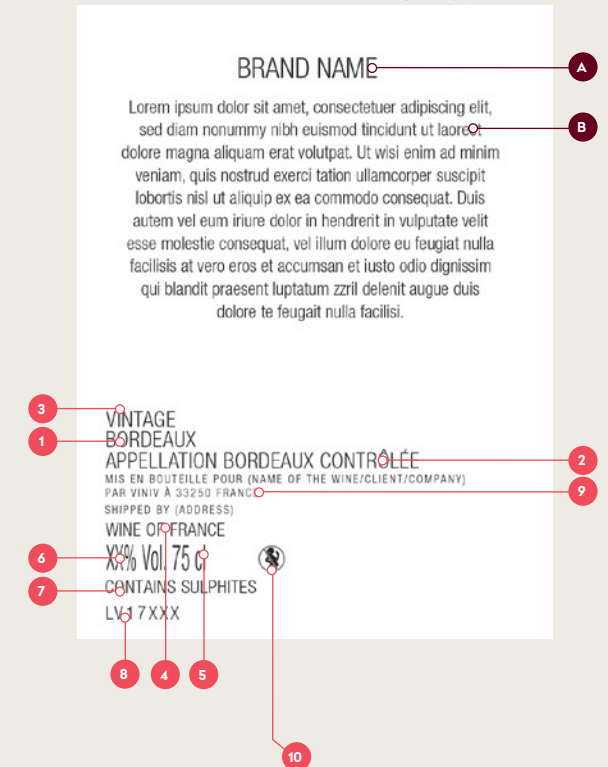
All mandatory information, excluding the alcoholic content statement, must be a minimum of 2mm height in type size

MANDATORY

- 1 Wine designation
- 2 Appellation of origin
- 3 Vintage
- 4 Country of origin
- 5 Volume/ net content
- 6 Alcohol content
- 7 Declaration of sulphites
- 8 Lot number
- 9 Bottler's declaration
- 10 Pregnancy warning symbol*

OPTIONAL

- A Name
- B Romance copy



*Only mandatory in France.

6 Shown in whole or 0.5% units ABV needs to be a minimum of 1mm high and no more than 3mm high.

Label requirements – Other Countries

If you are importing your wines outside of the USA or Europe, please contact the team at VINIV to confirm the labeling requirements of your wine.



PACKAGING YOUR WINE



Step 3

SELECT YOUR PACKAGING OPTIONS

Standard packaging

The price of your barrel includes high-quality bottles, corks, capsules and wooden cases.

STANDARD BOTTLE FORMAT

288 high-quality 0.75 litre bottles.

CORKS

Superior-grade natural corks, with the vintage year printed on top.



Standard packaging

CAPSULES

A choice of four different colours: black, red, gold or silver.

Your capsule selection is invariably associated to the colours within your label. As a result, we do not expect you to make this decision until your label is completed.



WOODEN CASES

High-quality wooden cases, with the VINIV logo engraved on the side.



Customised packaging

Choosing different bottle formats and personalising your corks and wooden cases is a great way to further differentiate your wine.

LARGER BOTTLE FORMATS

Most people would agree that larger bottle formats allow for better ageing. They also create a 'wow' factor when served.

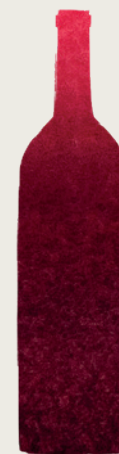
Our customised packaging option allows you to replace a specific number of your Standard (0.75l) bottles with Magnum (1.5l) and Imperial (6l) bottles.

| OPTION | PRICE PER BARREL |
|---|--------------------|
| Option 1: 144 All Magnum (1.5l) bottles | € 400 / \$ 500 |
| Option 2: 24 Magnum (1.5l) bottles + 240 Standard (0.75l) bottles | € 400 / \$ 500 |
| Option 3: 48 Magnum (1.5l) bottles + 192 Standard (0.75l) bottles | € 400 / \$ 500 |
| Option 4: 3 Imperial (6l) bottles + 24 Magnum (1.5l) bottles + 216 Standard (0.75l) bottles | € 1,800 / \$ 2,280 |



A STANDARD

0.75 Litre (19.4 oz)



B MAGNUM

1.5 Litre (36.7 oz)



C IMPERIAL

6 Litre (146.8 oz)

Customised packaging

PERSONALISED CORKS

Personalised corks with your brand on the side can leave that special takeaway for your family and friends.

This is a one-time fee per design. If you produce a wine in subsequent vintages and use the same artwork on the cork, there will be no additional charge.

€ 300 / \$ 380 PER BARREL



2

PERSONALISED WOODEN CASES

Make your wine cellar truly like no other by engraving your high-quality wooden cases with your brand logo or design.

This is a one-time fee per design. If you produce a wine in subsequent vintages and use the same artwork on your wooden case, there will be no additional charge.

€ 800 / \$ 1,000 PER BARREL



3

2019 Vintage

PACKAGING YOUR WINE SUMMARY

The key actions you need to take from this section are listed below along with their timeframes.

| | ACTION | TIMEFRAME |
|---------------|---|------------------------|
| <i>Step 1</i> | CREATE YOUR BRAND AND YOUR STORY For 2018 Vintage winemakers, we will contact you by June 2019 to walk you through the process of creating your wine brand. | JUN 20 - DEC 20 |
| <i>Step 2</i> | DESIGN YOUR LABEL You will start working with one of our designers on your label design. | JUN 20 - DEC 20 |
| <i>Step 3</i> | SELECT YOUR PACKAGING OPTIONS Complete your packaging selection by submitting this form. | SEP 20 - DEC 20 |

PACKAGING AND DESIGN OPTIONS - SUMMARY

| BOTTLE FORMATS | PRICE PER BARREL |
|---|--------------------------|
| Standard: 288 all Standard (0.75l) bottles | Included in barrel price |
| Option 1: 144 all Magnum (1.5l) bottles | € 400 / \$ 500 |
| Option 2: 24 Magnum (1.5l) bottles + 240 Standard (0.75l) bottles | € 400 / \$ 500 |
| Option 3: 48 Magnum (1.5l) bottles + 192 Standard (0.75l) bottles | € 400 / \$ 500 |
| Option 4: 3 Imperial (6l) bottles + 24 Magnum (1.5l) bottles + 216 Standard (0.75l) bottles | € 1,800 / \$ 2,280 |

| CORKS | PRICE PER BARREL |
|-------------------|--------------------------|
| Standard cork | Included in barrel price |
| Personalised cork | € 300 / \$ 380 |

| CAPSULES | PRICE PER BARREL |
|----------------------------|--------------------------|
| Black, red, gold or silver | Included in barrel price |

| CASES | PRICE PER BARREL |
|--------------------------|--------------------------|
| Standard wooden case | Included in barrel price |
| Personalised wooden case | € 800 / \$ 1,000 |

| LABEL DESIGN | PRICE |
|--------------------------------------|------------------------------|
| Standard label design | Included in barrel price |
| Supplementary hours for label design | Price available upon request |
| Special label design and texturing | Price available upon request |
| Additional label | € 1,400/ \$ 1,750 |
| Romance copywriting | € 500 / \$ 630 |

| LABEL FORMAT | PRICE PER BARREL |
|---------------------------------------|--------------------------|
| Bordeaux classic, square or landscape | Included in barrel price |

Note: We ask that you complete the Outside the Bottle Form by **20 December 2020**. We need the information by this date to guarantee your customised-option requests. Without these from you, the standard packaging options included in your barrel price will be applied.

VINIV

BORDEAUX