



Wine Label Criteria and Guidelines

VINT HILL
craft winery

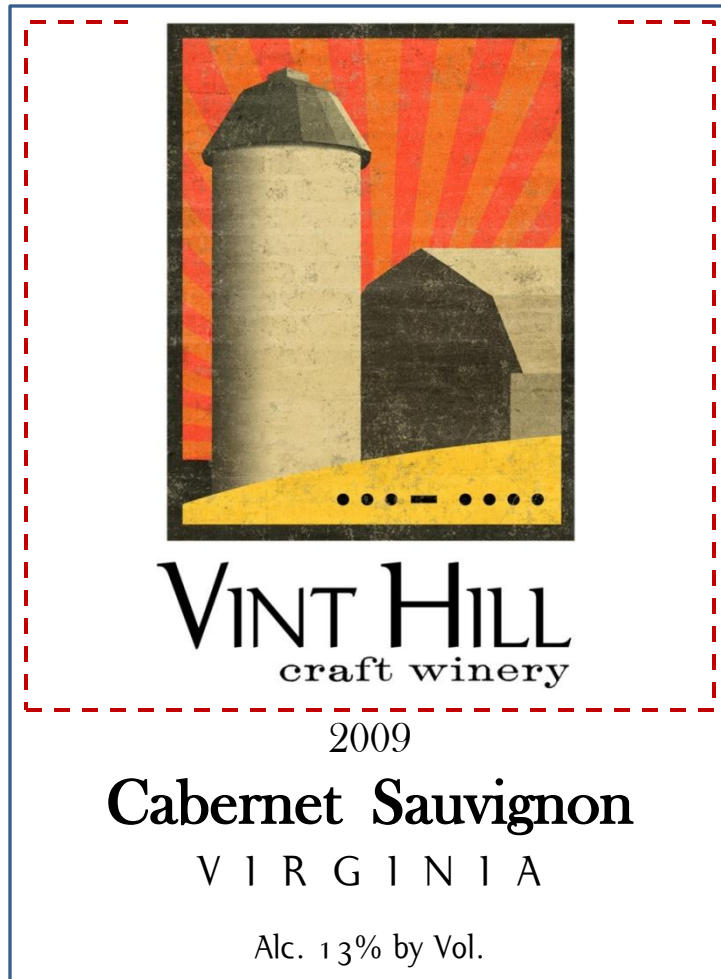
Your design and your story! Vint Hill Craft Winery will work with you to design and obtain required government approvals for your wine labels. Please talk with us if you have any questions or if you think you want something outside of the guidance that appears on this and the following pages. We have to impose a few basic rules and guidelines; ensuring that your label will meet federal and state requirements and so that we can fulfill your bottling processes in a timely and successful manner.

- Each Vintner's Work order includes the preparation, approval and application of one label design (front and back). This design will be used on all bottles associated with that work order. We will print sufficient labels for the bottles of wine and case boxes, plus a few spares. Vintners are encouraged to understand that wine bottle labeling can be problematic at times due to the complexities of calibrating equipment for small quantity bottling runs. Ergo, we need to impose a few restrictions.
- Vintners may have additional labels prepared for an extra fee per label design of \$100.00, paid in advance. This cost includes the fees that must be paid to the government plus our set-up and materials costs.
- If a Vintner wants to use special-order etched bottles, painted bottles, foil labels, etc., the winery will price those on a per request basis as an additive cost to be paid in advance. Please keep in mind that this will require approximately one month extra time in processing, additive to the deadline dates shown below.
- The winery will determine the style, color, quality and manufacturer of glass bottles to be used. Our selections will be based on the Vintner's varietal (wine) choice, combined with our knowledge of bottle quality and performance.
- We will use natural bottle corks. Their selection will be determined by the winery and will be imprinted with "Vint Hill Craft Winery" along the length.
- Vintners may select either black, dark red or gold foil caps for their bottles. Only one color cap may be used with any work order.
- Because it takes six to eight weeks for label approvals, we must have your artwork at least two months in advance of your projected bottling date. For **WHITE WINES**, we need to have your label artwork and text in hand by about March 1, 2010. For **RED WINES**, there is a little more time, but we will need to have your materials by about May 1, 2010.
- Please keep in mind that on the day your wine is bottled, we will collect your final payment, including applicable sales tax. You will be asked to take your wine with you at that time. Wine is heavy; each case weighs about 36 pounds, so you will need to transport approximately 900 pounds (yes, you'll need a truck or SUV). Wine not removed on bottling day will be subject to a \$1.00 per case per day fee for temporary storage and handling. With prior notice, the winery will arrange for delivery of your wine to a single location for an additive fee.



Front Label Guidelines

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- The front label is 4" tall and 3" wide. Vintners have the top 3.5" x 3" area (approximate) for an image and fanciful name.
- Images should be high resolution JPEG files (.jpg format), 600 dpi or better.. If you are scanning a larger image, make sure to test print it at the smaller size to ensure the detail carries over properly.
- You can use a fanciful name if you like - a name that has nothing to do with the specific wine designations. Just keep in mind that we have to put the varietal information on the label and that whatever words you choose must be approved by the government. If you like, your fanciful name can be oriented vertically or at an angle, becoming part of the assembled artwork.
- Our standard label stock is a rectangle with filleted corners. We have the option for a rounded (vaulted) top on the label if you like. The paper has a matte finish so that it prints well and will retain color.
- We caution against it, but you can use full bleed printing if you like (color that goes to the edge of the label. We'll need to know this in advance so we can order special materials.
- If you want to use any special fonts, that's fine so long as everything is legible (and that we have the fonts in our library). Use of font sizes smaller than 6pt is discouraged.
- Finally, we caution against using straight lines or rectangular shapes that will be close to and parallel the label edges. The printer has about .003 tolerance in printing position - it doesn't sound like much but you can tell that the image shifts around some in these circumstances.
- If you have any questions or want to discuss specific options while you are working with draft concepts, talk with us. We're happy to collaborate with you and make changes if possible (and legal).



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Back Label Guidelines

Your Story Here

PRODUCED AND BOTTLED BY
VINT HILL CRAFT WINERY
VINT HILL, VIRGINIA 20187
vinthillcraftwinery.com
703.991.0191

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS, (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES 750 ML



- The back label is 4" tall and 2.5" wide. Vintners have the top 2.5" x 2.5" area (approximate) for your narrative or a second image, etc.
- If you write something, please keep in mind that we will probably use 6pt or 8pt type. Therefore, please assume a 500 character limit (including spaces) or about 90 words. We'll do our best to make it all fit and will work with you on any edits.
- If there is a special type font that you want to use, please let us know. If by chance we don't already have that font, we can probably purchase it for you on a reimbursable basis.
- Our standard label stock is a rectangle with filleted corners. As with the front label, the paper has a matte finish so that it prints well and will retain color.
- Full bleed printing is not generally available for the back label.
- If you have any questions or want to discuss specific options while you are working with draft concepts, talk with us. We're happy to collaborate with you.