



WINE DESIGN



An adventure in winemaking

NAVIGATE THROUGH THE BOOKLET BY CLICKING ON THE HYPERLINKS BELOW

1. Introduction to Custom Wine Labels	page 1
2. Brand Name	page 1
3. Brand Imagery & Design	page 2
4. Brand Packaging	page 8
5. The Overall Brand	page 11
6. FAQ	page 12
- BRAND/TRADEMARK	
- LABEL DESIGN	
- WINE PACKAGING	
- LABEL APPROVAL AND REGISTRATION	

1. CUSTOM WINE LABELS - AN INTRODUCTION

Creating a custom label for your wine is an incredibly important, fun, and sometimes challenging part of the wine creation process. The label says a lot about the wine and you – the person behind it's creation. Ideally, the label should be a reflection of your personality, and the design should reflect the characteristics and the style of wine you are creating.

It is never too early to start to think about what you want your brand to be, how you want your wine label to look or what personality it should convey. You may want to collect wine labels you like and create your own "wine label book," basically a scrapbook with photos, notes and links to wine labels that you like, or you might also want to collect different design elements that you can refer to when designing your overall wine package.

We have worked with our vineyard owners to create more than 80 labels. You can see some of the results here: www.privatevineyardstateswines.com

Our marketing team has developed this guide to walk you through the entire process of creating your label and have it be ultimately approved for use by the various regulatory authorities in Argentina and your home country.

There are 4 main steps to consider as you develop your complete wine packaging:

- Brand name
- Brand imagery and design
- Brand packaging
- Overall brand development

2. THE BRAND NAME

The first step is to develop a name for your wine, which will reflect your overall brand. Your brand name is one of the hardest parts of the label process and should be about you and your story. Think about what this wine means to you, what you are going to do with it (e.g. simply to share with friends or if you plan to sell your wines), and what story you want it to tell others. The name, imagery and story are what differentiate your label from thousands of other wines.

Once you have some ideas for your wine's name you need to make sure that you are able to use this name. The Vines is required to legally export all of the wines from Argentina, which means we have to register the name and approve all wine labels with the Argentine regulatory agency, the INV. You should check the availability of the names you are considering before pursuing additional design elements.

Legal Registration

Your brand name is required to be legally registered in Argentina and you should check and see if there are any restrictions to use the name you have chosen in your home country. You may want to also look into trademarking your name to ensure you will be able to use it for future vintages without any complications.

All of our wines have to be legally compliant in order to export from Argentina and import into your home country (and possibly in other countries where you may want to sell your wine).

Even if you do not commercialize your wines, it is required legally to have at least a back label and it must comply with all legal requirements.

Once you do receive regulatory approval for your name/brand, you may want to apply for a trademark in your home country. For the US, our lawyers Graham & Dunn have completed this process for several of our owners and we would be happy to put you in touch with them. If you are looking for a lawyer outside of the US please let us know and we can make suggestions.

3. THE BRAND IMAGERY & DESIGN

After you have determined a name, the next step is to determine the design elements that you want to include on your label including images, drawings, paintings, colors, fonts, etc.

The Vines offers design services to create your label design or you can choose to work with an outside designer to create your wine label. Depending on the level of detail and design needed, The Vines can offer label design and legal label approval starting from US\$1000.

If you decide to work with The Vines Design Team, we will send you an initial questionnaire to begin to develop your wine label design and will guide you through the entire process from start to finish.

If you work with an outside designer, we will send you a technical checklist that they can reference in order to comply with legal requirements. They will need to send the final artwork (high resolution Adobe Illustrator files in outline form with corresponding fonts, printing details and pantone colors) to The Vines Design Team, so we can review it and send for approval to the respective regulatory agencies. Please note that all labels have to go through this process, including brand registration.

The Label Design

We will work with you to create a label to your specifications and ideas including style, colors, texture and designs.

Artwork- You can use one or more images on your wine label. It is helpful if you can send us any artwork or reference any examples of other wine labels that you would like to emulate or information to include on your wine label.

This could range from a symbol, photo, piece of artwork or a family crest. If you have a piece of artwork or photo that you want to include you must have the rights from the artist to reproduce any part of that artwork.

Colors- Let us know what color scheme you would like to work from. It could be anything from primary colors, a color family to a distinct pantone color from existing artwork. The Pantone Matching System (PMS) is a set of spot colors commonly used in printing. By specifying a PMS color you insure that the correct color is printed regardless of what your monitor might display. Most graphics programs come with PMS palettes and more complete PMS colors can be found in products from Pantone, Inc., the company that developed this system.

Paper- We use Fasson papers, which are auto adhesive wine label papers and come in several different textures and finishes.

TEXTURED



PLAIN



GLOSSY



MATTE



Label Printing Extras

Often the nuances to a label enhance the beauty of the design and the overall appearance of the wine label. Below is an explanation of many of the label printing extras that you can elect to enhance your label. Please note that these will incur extra costs and depend on the overall design and quantity of labels you are printing. We are happy to ask for printing quote options based on your overall design and quantity of labels.

Foiling- A technique where metallic foil is applied to a page using heat and pressure to create a reflective area. The effect is usually more eye catching than a metallic ink as the foil has a greater reflective properties and sits on top of the paper rather than being partially absorbed as is the case with the ink.



Embossing- The technique of raising up a portion of the page to create a shadow. You can also have an area foiled and then embossed to create an eye catching and more prominent point of focus.



Die cutting- A metal tool which punches a hole or edge into a piece of artwork to create an irregular shape on the paper. Like a pie cutter in application, A die cutter is often used used to create packaging from a regular sheet and can create images such as a mountain shape cut out or a snowflake for example.



UV Varnishing- With both gloss and matte finishes available, UV varnishing gives a similar effect to lamination although the process is more akin to printing a spot color.



Metallic Inks- These are again spot printed onto a page and can add a bit of oomph to a label. They have a reflective quality due to the metallic constituent in the ink. Available in a variety of pantone colors they are best employed to fairly simple areas due to the viscosity of the ink.



The Theme

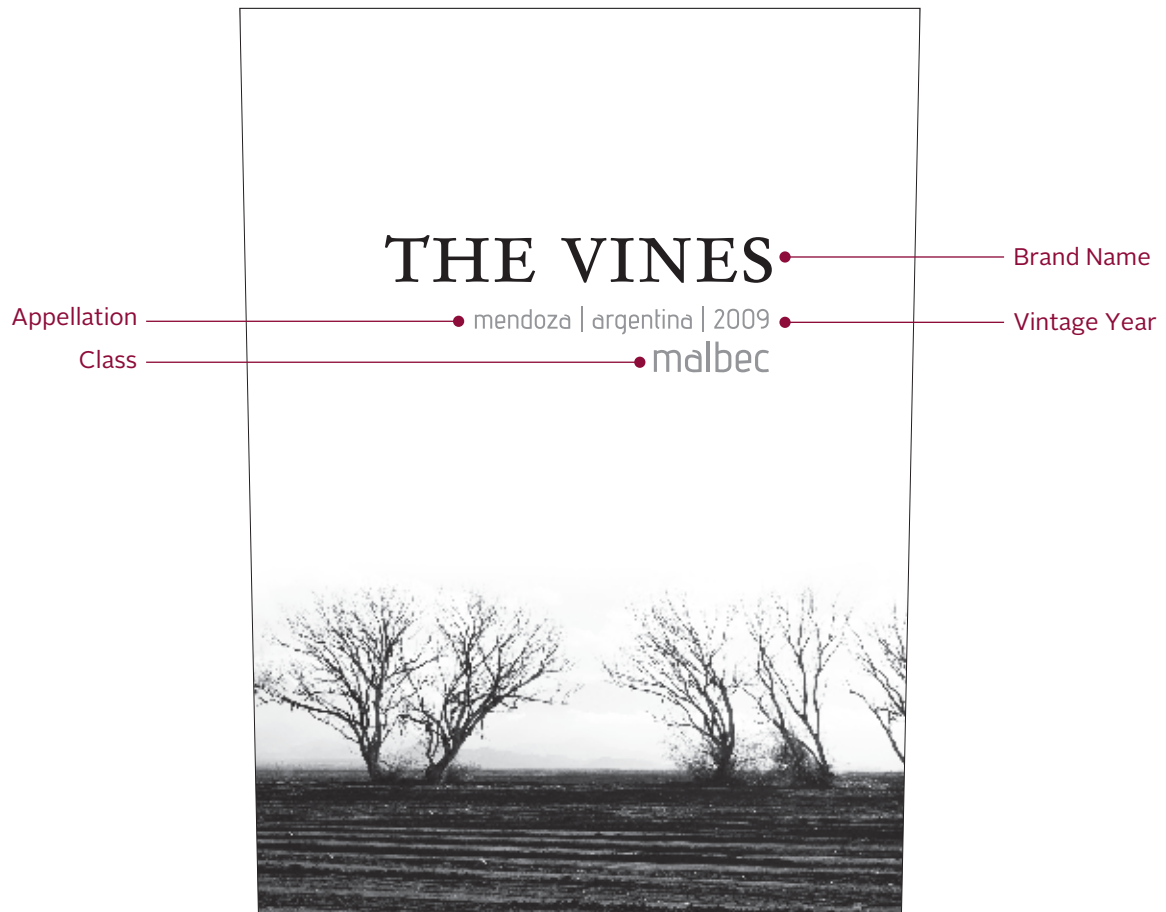
You should decide what type of personality you want your wine and wine label to have. This includes the theme, which can be modern, classic, whimsical, etc.



Label Technicalities

Below are examples of a standard front and back labels. For all countries and wines, you must include legally required information for Argentina as well as your destination country. For example, below is a label being imported into the US.

Wine Label Map



1. Brand Name* — ● THE VINES

2. Class* — ● malbec

3. Vintage Year* — ● 2009

4. Appellation* — ● mendoza argentina

5. Country of origin — ● PRODUCT OF ARGENTINA - RED WINE - CONTAINS SULFITES

6. Allergic statement & kind of wine — ●

7. Government warning — ●

8. Content statement — ●

9. Alcohol Legend — ●

10. Member of The Vines logo (optional) — ●

Produced and bottled by Establec. n° B-73223, Perdriel, Luján de Cuyo for VINO TOURISM ARGENTINA SRL Export n° C87554, Espejo 567, Mendoza, Argentina

IMPORTED BY: THE VINES OF ARGENTINA. MANHASSET, NY
www.vinesofmendoza.com

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.

the vines of mendoza 750 ML - ALC. 13.5% BY VOL.

* Points 1, 2, 3, 4 - Should appear in the same visual field

Back Labels

Some legal information is regulatory and depends on the ultimate destination of the wines. The Vines Design and Export team will work with you to make sure that all the necessary information and format are adhered to for legal approval.

You can also incorporate that you are a member of The Vines of Mendoza with the VOM logo on the back label. It brings trusted brand recognition and visibility of your association as a Private Vineyards Estate owner.

We often get asked what type of information should be included on the back label. Often, many people include a short paragraph of text that is often comprised of romantic text, a description of the brand and its story, winemaking notes and/or food pairing suggestions.

If you would like to add tasting notes to your wines, please let us know and we can coordinate with the Winemaking staff.

You should try to keep the text short and concise, as the back labels are generally not as large as those on the front. There are, however, a few restrictions that you should keep in mind. The Wine Label Design & Packaging FAQ at the end of this document outlines these restrictions exactly, to navigate there directly click [here](#). But here are a couple of examples to get you started:

1. You cannot mention another geographical location other than that where the grapes originate. For example, Colorado, France, New York, Buenos Aires, etc.
2. You cannot include your names on the label, or even reference the family as the winemaking entity as it requires special certification. If you would like to explore this option please contact us well before the deadline in order to check and see if you are eligible for single vineyard certification.

Romantic text

RECUERDO
MALBEC
 MENDOZA - ARGENTINA

Memories — recuerdos — are timeless. With more than 300 days of sun each year, the Argentine landscape in the shadow of the Andes Mountains — is the sentinel of our memories.

At 3,557 feet altitude, our rock-strewn vineyard encircles majestic weeping willows, producing Malbec with intense aromatics and flavor concentration.

Recuerdo Wines, created by The Vines of Mendoza with acclaimed consulting winemaker, Santiago Achaval, captures the fundamental qualities of high altitude terroir in each wine.

www.recuerdowines.com



THE VINES OF MENDOZA CRAFTS ARGENTINE WINES, OFFERS VINEYARD OWNERSHIP, AND MAKES WINEMAKING ACCESSIBLE TO WINE LOVERS AROUND THE WORLD.

Produced and bottled by Bga. VINO TOURISM ARGENTINA SRL, INV N° A-70013 RUTA 94 S/N, LOS SAUCES, TUNUYÁN, MENDOZA, ARGENTINA. EXPORT N° C87554

PRODUCT OF ARGENTINA
 RED WINE - CONTAINS SULFITES


IMPORTED BY:
 BLACKBIRD VINEYARDS, NAPA, CA

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




750 ML
 ALC. 14.5%
 BY VOL.

Winemaking technical information



2010 ASSEMBLAGE CSS
 Mendoza | Argentina

Intense deep garnet color, this wine is perfect for everyday meals. Aromas of spice, black pepper, dry plums and chocolate abound. Medium bodied & well balanced, it displays soft tannins, red and black fruit, with hints of red pepper. Medium to long finish.

	Harvest Date: 22-Apr-2010	Bottles: 300
	Yeast: Lallemend, F33 Laffort	
	Total Acidity: 5.11	pH: 3.89
	Residual Sugar: 1.89	Alcohol: 14.8
1st/2nd use French Oak 12 months		

IMPORTED BY:
 THE VINES OF ARGENTINA, MANHASSET, NY
 www.vinesofmendoza.com

Produced & bottled by Bga. VINO Tourism Argentina SRL, INV N° A-70013. Ruta 94 s/n, Los Sauces, Tunuyán, Mendoza. Export N° C87554

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.

PRODUCT OF ARGENTINA | RED WINE | 750ML
 ALC. 14.8% BY VOLUME | CONTAINS SULFITES

Standard back label

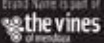
BRAND HERE
 MENDOZA | ARGENTINA
 malbec
 2010

Produced and bottled by Bodega INV A-70013 VINO Tourism Argentina SRL, Ruta 94 s/n, Los Sauces, Tunuyán, Mendoza, Argentina. Export n° C87554

PRODUCT OF ARGENTINA - RED WINE - CONTAINS SULFITES

IMPORTED BY: THE VINES OF ARGENTINA, MANHASSET, NY
 www.vinesofmendoza.com

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.

Brand Name is part of
 750 ML - ALC. % BY VOL.

4. THE BRAND PACKAGING

Each winemaking plan and budget includes the following standard wine package, however you can upgrade any of these options, which are outlined in the following pages.

Packaging Extras

Beyond the standard package included in each winemaking plan, you can customize your wine packaging: custom capsules, corks, boxes, box stickers, tissue paper, special bottles and even label printing techniques.

Please note that there are minimum quantities necessary for many of these items and that they carry additional costs not included in your Winemaking Plan. Estimated costs will depend on the quantity and design of each of the packaging items.



PREMIUM WINES

Bottle - White Wines: Meritage screwcap with a capsule of black or silver

Bottle - Red Wines: Cuyana con Picada

Cork: 45mm

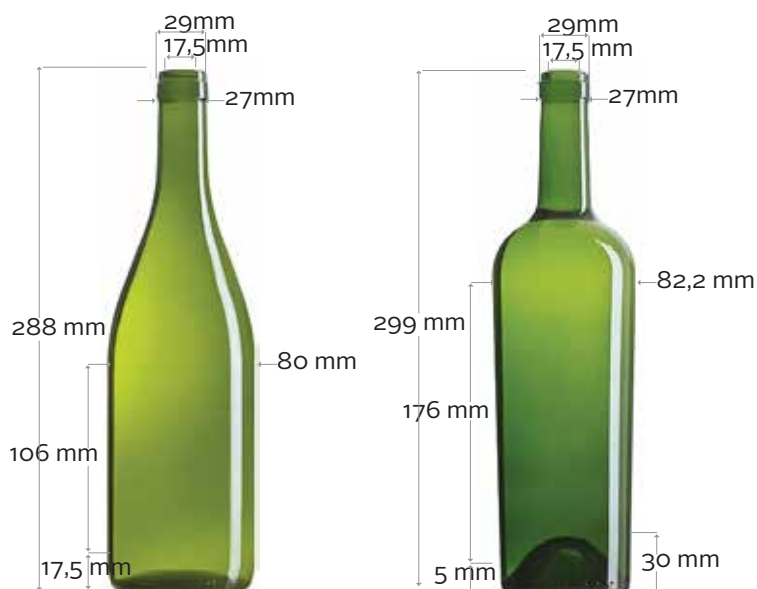
Capsule: Plain Black Matte Composite

Label:

- . A plain regular sized rectangular label
- . 2 colors
- . Plain non-textured paper without any

Label extras:

- Tissue Wrap: Included
- Cork Stamp: One time fee for the stamp



SUPER PREMIUM WINES

Bottle - Chardonnay: Borgogna clásica hoja seca

Bottle - Red Wines: Cónica Baja

Cork: 45 mm

Capsule: Plain Black Matte Composite

Label:

- . Plain regular sized rectangular label
- . 2 colors
- . Plain non-textured paper without any

Label extras:

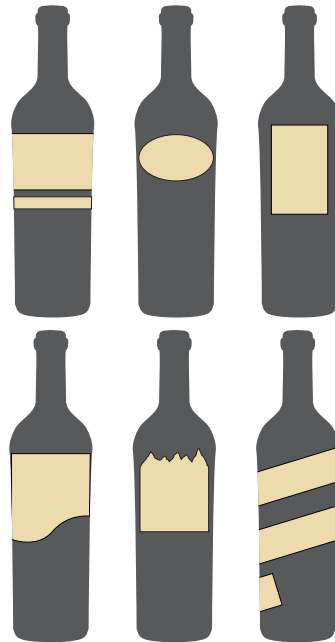
- Tissue Wrap: Included
- Cork Stamp: One time fee for the stamp

The Label

STANDARD LABEL SIZE



CUSTOM LABEL



Capsule

STANDARD CAPSULE



CUSTOMIZED CAPSULE



Cork

Standard Cork
45 mm plain cork

Customized Cork
A cork stamp can be designed for a one time fee and used for future vintages



Box

STANDARD BOX



CUSTOMIZED BOX



Silk Screen

You can also elect to silk screen your image on the bottle. Below are a few examples. Please inquire if you would like more information about this option.



5. THE OVERALL BRAND

Your brand may or may not consist of many different wines and it is important to also think about your overall brand, rather than just the wine label.

What do you want your brand to say?

Who is your target market?

Do I want to sell my wine?

Does my wine and price point work in this market segment?

All of these questions are important when considering your wine name, brand image and package. Overall you should strive to create a memorable and consistent brand image, and should also think about how to incorporate "brand play" if you have several wines. For example, you should think about how you can differentiate your wines if you have more than one type of wine or different price levels. Many brands use different colors for different varietals or may incorporate different imagery or proprietary names for the different price levels or wines.

For example, Bodega Bressia has consistent image across all of their price points.



Premium

Super Premium

Proprietary name

We realize there is a lot of information included in this Wine Design guide, so please let us know if you have any questions at all. We would be happy to set up a call to discuss further.

We are excited to assist you on your winemaking adventure and create the perfect wine package for you and your wines!

NAVIGATE THROUGH THE FAQs BY CLICKING ON THE HYPERLINKS BELOW

6. FAQ CONTENTS:

- BRAND/TRADEMARK
- LABEL DESIGN
- WINE PACKAGING
- LABEL APPROVAL AND REGISTRATION

BRAND/TRADEMARK

- Q1. What is a Trademark? page | 14
- Q2. What brand name can I use for my wine(s) and do I have to register it? page | 14
- Q3. Do you have a recommendation for a trademark lawyer? page | 14
- Q4. What does registering a Trademark entail? page | 14
- Q5. How much will it cost to register a trademark? page | 15
- Q6. How long will this process take? page | 15
- Q7. Can I use a name other than the name I used to register my vineyard? page | 15
- Q8. Can I use Single Vineyard on my label? page | 15

LABEL DESIGN

- Q1. Can I use an outside designer to design the label for me? Are there any specifications that they will need to follow? page | 15
- Q2. Can The Vines design the label for me? page | 15
- Q3. What design restrictions are there? page | 15
- Q4. What images can I use? page | 15
- Q5. What fonts can I use? page | 16
- Q6. What information can I absolutely NOT put on my label? page | 16
- Q7. Can I use reference to Santiago Achával or Pablo Martorell as my winemaker on the label? page | 16
- Q8. Do I have to print a different label to export to different countries? page | 16
- Q9. Can I print my labels in a country other than Argentina? page | 16
- Q10. What type of paper can I print my labels on? page | 16
- Q11. Do you have paper samples that I could see? page | 17
- Q12. Do you print on rolls or sheets? page | 17
- Q13. Can I export my wine without any labels? page | 17

Q14. When do I need to have my label done?	page 17
Q15. What are label printing extras?	page 17
Q16. If I had an outside designer create my label what do I need to send you in order to print?	page 17
Q17. Can I print a sample of my label?	page 17
WINE PACKAGING	page 17
Q1. What is included in my Winemaking Plan?	page 17
Q2. Can I use a screw-cap closure or synthetic cork for my wines?	page 18
Q3. What is a custom cork design and can I get one?	page 18
Q4. Can I order a custom capsule? Am I able to use a different color capsule or one with a design?	page 18
Q5. Do I get to pick the bottle that the label will go on?	page 18
Q6. Can I get a silkscreened bottle?	page 18
Q7. Are custom boxes available for my wine?	page 18
Q8. Should I add tissue paper to cover my bottles?	page 18
Q9. Do I need anything on my case box?	page 18
Q10. What extra costs do I have to pay for and when do I have to pay them?	page 19
LABEL APPROVAL AND REGISTRATION	page 19
Q1. What information has to be on my label in order to comply with Argentine Federal Law?	page 19
Q2. Do I have to register in each country that I export to?	page 20
Q3. How much does it cost to register my label in the US? How much does it cost in my state?	page 20
Q4. Do I have to register my label in Argentina?	page 20
Q5. What does the label registration process entail?	page 20
Q6. How do I register my label for the country I am importing my wine to?	page 20
Q7. Can The Vines distribute my wines in the US?	page 21
Q8. Can I sell my wines online?	page 21
Q9. If I don't plan to commercialize my wine, do I have to have an "official" label like you see in a store?	page 21
Q10. What if I want to send my wine to more than one country?	page 21
Q11. If I have more than one varietal that I produce, do I have to register each varietal separately? Do I have to register every year?	page 21

6. WINE LABEL, PACKAGING & DESIGN FREQUENTLY ASKED QUESTIONS

BRAND/TRADEMARK

Q1. What is a Trademark?

A word, phrase, symbol or design (or a combination) that identifies and distinguishes one product from another. Registering a trademark is acquiring the rights to be the first to use that particular mark for your particular wine name.

Q2. What brand name can I use for my wine(s) and do I have to register it?

IN ARGENTINA

You can use any brand name for your wine as long as it is not a brand trademark already owned by someone else, or it contains references to recognizable places or locations. The brand names need to be filed at the INV (Instituto Nacional de Vitivinicultura, Argentine wine regulation authority). The INV will not approve any labels if the brand name (or a close variation) is trademarked in Argentina by someone other than the party seeking approval.

IN YOUR HOME COUNTRY

Registering a trademark for your brand in your home country is a good idea. While it is not an absolute bar to someone else attempting to use your name, it provides you legal proof in order to prevent or stop others from doing so and recovering damages from those who misappropriate your brand. It also can prevent importation of infringing foreign goods into the United States.

You can check these links to see if your name has already been registered, but we recommend that you consult a trademark lawyer to go through this process.

Argentine Trademark: <http://www.inpi.gov.ar/conweb/ParametrosMarca.asp>

US Trademark: <http://www.uspto.gov/trademarks/index.jsp>

US TTB Label Colas: <https://www.ttbonline.gov/colasonline/publicSearchColasAdvanced.do>

The trademark registration process can be lengthy, so you should consider your name as an important part of your entire brand package and plan accordingly.

Q3. Do you have a recommendation for a trademark lawyer?

Yes. We have outside counsel and attorneys both in the US and in Argentina with whom we work and The Vines can manage the trademark registration process on our clients' behalfes. Please let us know if you would like to proceed with registration for your brand. You can contact The Vines' in-house legal department by sending an email to legal@vinesofmendoza.com, and provide a description on what services you'd like to use, and we'll get you started.

Q4. What does registering a Trademark entail?

You should search online using the links above to see if there is a brand or mark that could compete with the one you have chosen. If you do not find any results for that brand then you can contact a trademark lawyer who will do a more in-depth search of the US Trademark Office register, individual US states and territories, the federal list of alcoholic beverage label approvals, and the Web.

When doing the search, we also recommend searching for close variations of the name, changes in spelling (s and z, v and b, etc), because even if the name is not an exact match, similarities in the look or sound of the word can be a cause of rejection. Even if the marks do not look or sound similar, an application might be refused if the marks have the same meaning and this is true even if they are in two different languages. An application to register a trademark can also be refused if the mark is merely a surname, a geographic place name, or a phrase that is descriptive of the wine or of wine in general.

Q5. How much will it cost to register a trademark?

For the search in the US, it will cost around US \$650 and then to file for the trademark if there are no obstacles it would be anywhere from US \$2800 to US \$3700 depending on whether the mark is already in use. Additionally, you would need to pay a filing fee of US \$325 per class.

Let us know if you would like to register a trademark outside the US and we will be happy to help.

Q6. How long will this process take?

In the US it generally takes around 14 months from start to finish, but you should consult your trademark attorney for exact pricing and timing details. We anticipate a similar time in most other countries.

Q7. Can I use a name other than the name I used to register my vineyard?

Yes. You can use a fanciful word or name for your wines. However, we would need to register each of those “brands” with the INV and you would want to also check for each in your own country.

Q8. Can I use Single Vineyard on my label?

There is a certification process required by the Argentine INV in order to use this designation, so if you think that you want to include this designation on your label you will need to contact The Vines Export team to process the proper paperwork well in advance to the actual HARVEST of your grapes.

LABEL DESIGN**Q1. Can I use an outside designer to design the label for me? Are there any specifications that they will need to follow?**

Yes you can! However there are some restrictions. The TTB (Alcohol and Tobacco Tax and Trade Bureau) in the United States and the INV in Argentina have a set of mandatory requirements for size of typeface and other important specifications that must be complied with on your label. Please ask us to send you our Technical Checklist which outlines all of this information.

Q2. Can The Vines design the label for me?

Yes! We would be more than happy to work with you in sketching out and arriving at a final label design. We can also offer more comprehensive services to assist you with naming or logo design. We have compiled a pricing schedule to include options and services included.

Q3. What design restrictions are there?

Generally there are not that many restrictions as long as you include the information required by the INV and your destination country. There are no standard label sizes that you need to comply with in general; however, the size of the label you choose will have an impact on the label printing prices. In general you should stay away from images and references to nudity, religion or anything that is already trademarked or has a copyright.

Q4. What images can I use?

If you plan to feature a piece of artwork or photo on your label, you should have written permission from the artist to reproduce the image that you would like to include or it may need to be a “recognized” true work of art. NOTE: If you have an outside designer create a logo or label design for you, make sure that the designer surrenders the copyright in the design to you by means of a copyright assignment or a written work-for-hire agreement specifically identifying you as the owner of the copyright. Failure to do this could result in a situation in which you establish ownership of a trademark but someone else still owns the copyright in the underlying design, and could revoke your right to use it.

If you have an image or find an image on a site like shutterstock.com, veer.com or istock.com you need to send it to us in high resolution with 300dpi in a jpeg, tiff or eps format. Or you can also send us the image in a vector format.

Q5. What fonts can I use?

You can use any font that you would like and can choose from many that The Vines Design Team has access to. However, if you choose a specialty font you may need to purchase the files to be able to use them. Prices for font files can range from US \$20 up to US \$200, depending on the specific font. You can check sites like veer.com or fonts.com for many different font types.

Q6. What information can I absolutely NOT put on my label?

The use of the words “strong”, “strength”, “powerful”, “magic”, “excites”, or “seduces” to describe a wine is prohibited, as well as any other word that suggests power or magic. Also, statements that suggest that the wine has intoxicating properties are prohibited.

The word “organic” can only be used if the wine has been certified as organic by an OIA (Organización Internacional Agropecuaria) affiliated entity.

You can also not include any other geographic designation that does not specifically refer the region where the grapes and wine originate in Argentina, e.g., France, Boston, South Carolina, etc.

You are not able to include your names or signatures on the label unless you file the Single Vineyard paperwork as mentioned above.

Do not make any false curative or therapeutic claims. Do not make any specific health claims or health related statements.

Q7. Can I use reference to Santiago Achával or Pablo Martorell as my winemaker on the label?

As a Private Vineyard Estate owner, you are able to reference Pablo Martorell on your label as winemaker as he is the official winemaker for the winery.

Should you wish to use our consulting winemaker Santiago Achával's name on your wine label, website, or any other materials related to your wine, brand name or vineyard, there will be a one-time licensing fee of US\$12,000, and we will ask that you enter into a licensing agreement related to the use of his name. This license will allow use of Santiago's name on up to 10,000 bottles. There will be an additional US \$0.125 per bottle on all volume over the first 10,000 bottles. Please keep in mind that all materials bearing Santiago Achával's name will require prior approval by The Vines, which will not be unreasonably withheld, before publication or use...

Q8. Do I have to print a different label to export to different countries?

Generally you will be able to use the same front or artistic label and will need to print and apply appropriate back legal labels depending on the destination country. This will also incur additional printing costs.

Q9. Can I print my labels in a country other than Argentina?

We do not recommend that you print your own labels. In our experience, we are able to better control the quality of the labels as well as monitor any legal issues or wording that may arise if we print here in Argentina. If you decide to print your own labels, you will need to send them to us in Argentina in advance, for application at the time of bottling.

Q10. What type of paper can I print my labels on?

We use Fasson auto-adhesive paper which has approximately 10 different texture and finish options. Please let us know in good time if you would like a specific texture or finish so we can assure availability.

If you want to use a specialty paper, you can also purchase wine label paper and send it to us to print here in Argentina. Please let us know if this is what you would like to do so we can send size guidelines.

Q11. Do you have paper samples that I could see?

Yes we do. You can either arrange with Luciana Gomez to see them if you are visiting Mendoza, or e-mail her lgomez@vinesofmendoza.com and ask her to send you some samples as well as past labels we've done.

Q12. Do you print on rolls or sheets?

To print on a roll, there is a minimum quantity of 10,000 labels. For most of our owners we will be printing on sheets because of the small quantities, and will hand label the wines.

Q13. Can I export my wine without any labels?

No. You have to have at least a regulatory back label with all of the information necessary for export out of Argentina and import into your destination country. If you are not commercializing your wines, you can export with the regulatory label and then apply an artistic label once you have received the wines. If you want to print your artistic labels with The Vines, please send us the final art files for a printing price quote and can send you the finished labels via DHL.

Q14. When do I need to have my label done?

You should plan on having your label done at least 3 months prior to exporting your wine. This allows us enough time to submit the labels to the legal authorities and make any changes, if necessary, as well as print the labels to apply at the time of bottling.

Q15. What are label printing extras?

You may elect a textured paper or one or more of the options on page 3 of the Wine Design Booklet when printing your labels. The final extra costs will be determined once we have a printing quote, which depends on the final design and quantity of labels being printed.

Q16. If I had an outside designer create my label what do I need to send you in order to print?

We will need all final artwork files in Adobe Illustrator in outlines with corresponding font files and pantone colors. We will also need to know what paper stock you would like and label printing details such as elements to be embossed, foiled, etc. Also we will send you the label design checklist to ensure all the proper specifications are adhered to.

Q17. Can I print a sample of my label?

Yes. However, we print your labels in off-set which requires a minimum quantity of 100 labels for a sample and can be a bit expensive. We can also print a laser copy without the stamping and embossing details. The label will be close but not exact to the final label quality. If you would like a sample, please contact The Vines Design Team for a printing quote.

WINE PACKAGING**Q1. What is included in my Winemaking Plan?**

We have included approximate costs for a basic wine package which include a stock bottle, a plain black matte composite capsule, a plain standard cork or screw-cap depending on the varietal, a standard rectangular 2 color front and back label on a matte non-textured paper and a standard white 12-bottle box.

We are also happy to source other products based on your overall wine packaging. However you should also keep in mind that this often incurs additional costs and/or has a minimum order amount of the product. We will work with providers here in Argentina to achieve the best possible wine package to suit your needs.

Q2. Can I use a screw-cap closure or synthetic cork for my wines?

We are using screw-cap closures for all of our red, white and rosé wines. You have the option to use a black or silver closure and there are also options for red and gold, but these may carry minimum quantities.

We can also source a synthetic cork if you would like to use one, although we feel the wines age better and breathe a bit more with natural corks. Please let us know if you are interested in this option and we can provide more information and pricing.

Q3. What is a custom cork design and can I get one?

We are able to order a custom stamp for your corks that may include your brand name, your website or a short phrase. There is a one-time fee for the stamp and then you can use the same stamp for consecutive vintages or varietals. If you would like to explore other closure options, we are happy to do so, but please be aware that it will incur additional fees.

Q4. Can I order a custom capsule? Am I able to use a different color capsule or one with a design?

Included in your winemaking plan is a black matte capsule and we are happy to offer a few other options. There are several stock color capsules: red, gold, shiny black, silver, and burgundy, that have a minimum of 5,000 per order. We will try and group several owners' orders together to minimize costs, but you may have to order the entire box and keep the capsules on hand for future bottlings.

You can also order a completely custom capsule with a design, but the minimum order is higher: from 10,000 capsules. Please let us know if you want more information and we can give you a price based on your final capsule design.

Q5. Do I get to pick the bottle that the label will go on?

Yes. However, we have included a standard bottle in your Winemaking Plan. If you would like to choose a different bottle, you can elect one from our bottle providers here in Argentina. Please be aware that there is a minimum quantity required to place the order. However, you can store the extra bottles at an additional charge for future vintages. You can have a look at some bottle options here <http://ar.verallia.com/catalog/list/12/5-burdeos/all/all/all/all>

Q6. Can I get a silkscreened bottle?

Yes this is an available option and the minimum order is 1 pallet's worth of bottles (approximately 1000). Prices vary by design so if you are interested in this option, please let the Design Team know. This would take the place of the paper label and the costs would be accounted for in the Winemaking True-up.

Q7. Are custom boxes available for my wine?

Yes. We have included in your Winemaking Plan a standard white 12-bottle case box. If you want a custom design or a 6-bottle box, there will be minimum quantities required for the order and the price will depend on your design. You can also print case stickers to put on your boxes. We can get you a printing quote if you want to explore this option.

Q8. Should I add tissue paper to cover my bottles?

Tissue paper is included in your wine package to protect the wine label and/or enhance your overall wine packaging. We can also order custom tissue paper with a design if you would like, but there is usually a high minimum quantity required. Please let us know and we can send you more information and pricing based on the design you choose.

Q9. Do I need anything on my case box?

Generally we ship the boxes with your label, but if you would like a custom box sticker, we can design and provide a printing quote for that option.

Q10. What extra costs do I have to pay for and when do I have to pay them?

We have included all the basic costs in your Winemaking Plan, but any extras that include printing details like paper, embossing, foiling, etc. as well as custom options like cork brands, boxes, stickers, tissue paper, etc. will carry extra costs. We will account for these costs in your winemaking true-up with any additional costs or credits that you have from the Winemaking Plan fees that you have paid.

LABEL APPROVAL AND REGISTRATION**Q1. What information has to be on my label in order to comply with Argentine Federal Law?**

We have included a checklist for Argentina (INV) as well as the US (TTB). Below is a list of what you should include or eliminate from your label to ensure federal approval for export and import.

In order for your wine label to be approved by the INV/TTB, it must include:

Mandatory information:

- . Net contents (In metric standard of fill, i.e. 750ML)
- . Alcoholic content (i.e. 12% alc. by vol.)
- . Importer statement ("IMPORTED BY...")
- . Producer and bottler statement (This is an Argentine requirement that cannot be omitted in US labels)
- . Country of origin ("Product of Argentina")
- . Declaration of sulfites ("CONTAINS SULFITES" – not required for wines only sold in intrastate commerce)
- . Health Warning Statement

Brand label:

- . Brand
- . Class/Type (Class being "Red Wine", "White Wine" or "Rose Wine", and Type being the varietals)
- . Vintage
- . Appellation ("Mendoza"; "Uco Valley")

Characteristics:

- . All mandatory information must be printed on a completely contrasting background.
- . All mandatory information, excluding the alcoholic content statement, must be a minimum of 2mm in type size.
- . The alcoholic content statement may be a minimum of 1mm but no greater than 3mm in type size.
- . The "Brand label" could either be the front or the back label.
- . The Health Warning statement must be separate and apart from all other text (2mm is the standard).
- . The statement must read as follows: "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."

Further requirements and restrictions include:

If you make reference to the aging of a wine on the label, you must state the length of time. For example, "Aged in oak" must be stated as "Aged in oak for ___ months".

If you make reference to the different grape varietals used to make the wine, you must include and state the percentages, in descending order, adding up to 100%. For example, Tempranillo 65% Grenache 20% Syrah 15%. If you put this information in the text of the label it must be TWICE as large as the surrounding text. Careful: all percentages must be accounted for.

If you want to use the word CORTE or BLEND on your label, you either need to leave off the percentages of the varietals or you must have at least 3 varietals with each comprising of no less than 10% of the entire blend.

If you would like to include information about residual sugar on your label you must include the measurement g/L.

You cannot include your names or signatures on the labels unless you have gone through and completed with approval the single vineyard designation paperwork prior to the grape harvest with The Vines Export Team.

You may 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.

Any language that represents any still wine to be effervescent wine or a substitute for an effervescent wine is prohibited (i.e. “lively”, “bursting”, “Spumante”, “Cremant”). Be careful with translations - especially Torrontés and Sauvignon Blanc.

Nudity is prohibited unless it is a “recognized” true work of art.

Q2. Do I have to register in each country that I export to?

Yes. You will need to make sure that you have a licensed importer in each country you want to send your wine to. You can contact The Vines export team if you would like us to assist you with finding an importer in your country. We can also assist you on an hourly basis if you need help with registration or compliance issues.

Q3. How much does it cost to register my label in the US? How much does it cost in my state?

All labels have to be reviewed by The Vines Export Team prior to submitting for label approval in Argentina and the US. Please consult the price list for this service fee.

Each state charges a different amount for label registration, if at all. Some states also require price-posting, which requires a declaration of the price of the wine to a distributor or retailer in advance of the receipt of the wine to sell in that state.

Q4. Do I have to register my label in Argentina?

Yes. Before your wine can be exported, it must be registered with the Argentine alcohol authority, INV. When the wines will be exported, the Argentine authorities will accept the label requirements of the destination market, provided that some prohibitions are respected (such as the use of an unregistered appellation for the wine or vineyard) and some mandatory information is included (such as that of the producer, bottler, and exporter).

Q5. What does the label registration process entail?

In order to get your labels approved, The Vines will submit your labels first to the INV in Argentina for approval, and once approved, we will be able to submit them to each destination country’s regulatory body. In the US, we will file the labels with the TTB via our third-party importer. The INV has recently changed its policies, and now requires that a party seeking a label approval have proof of ownership of the brand it seeks to register. This part of the process is described above in the Brand/Trademarks section of this FAQ.

Q6. How do I register my label for the country I am importing my wine to?

You should check with your registered importer about the procedure for label approval and legal requirements that need to be on the labels. We will work with the design and printer to ensure that the proper labels are applied for the destination country.

Q7. Can The Vines distribute my wines in the US?

Yes. The Vines works with MHW, Ltd., our chosen importer in the US. MHW has established relationships with retailers and distributors in most states. If you choose to use the Vines' solution for importing and distribution, we will provide you with more information and quotes for these services as your time for export draws near. Please refer to the Export and Distribution FAQ for further information.

Q8. Can I sell my wines online?

Yes. The Vines is working with Wine Direct (in the US only at this point), our fulfillment company in Napa to process the wines for an online store option, similar to The Vines' online wine shop. You can also explore the option to have your own webpage with a shopping cart as well. Please refer to the Online Stores FAQ or inquire with The Vines Export Team if you are interested in selling some of your wine through this distribution channel. NOTE: In the USA, not every state permits direct shipment of wines to purchasers within the state. Some states allow wines to be shipped only to in-state distributors for further resale. Check with a US alcoholic beverage law attorney for more details on this.

Q9. If I don't plan to commercialize my wine, do I have to have an "official" label like you see in a store?

Yes. We have to comply with all international import/export regulations in order to ship wine out of Argentina to your designated shipping address.

Q10. What if I want to send my wine to more than one country?

Every country has its own label requirements, so these will be assessed on a case-by-case basis. However, we will work with you to ensure that your labels are able to pass muster in each country you are seeking label approval. This will also incur additional printing costs, as each country will need an appropriate back legal label.

Q11. If I have more than one varietal that I produce, do I have to register each varietal separately? Do I have to register every year?

As long as the artwork and text stays the same, you will not have to register every year. We will be able to change the vintage and alcohol without registering each label separately. However, if you add anything or add a varietal, we will need to submit the revised label for appropriate label approval.

For further questions about export and distribution please refer to the Import and Distribution FAQ as well as the Online Stores FAQ. If you have any other questions about the label registration and design process please contact your Customer Service Representative or The Vines' Design Team.