



Private Label Wines: How Does It Work?

Owl Ridge Wine Services (ORWS) provides award-winning private label wines via two established in-house programs.

What is private label wine?

Simply put, it is your own label on one of ORWS' acclaimed wines. We can put your label on wine which is already in unlabeled bottles ('shiners') or we can produce a custom blend in packaging that meets your specific requirements. We work with start-ups and established businesses and strive to make the process as accessible and smooth as possible.

You have full ownership of the labels and the wine. Wine clubs, distributors, chain stores and music events have all benefitted from increased brand visibility by sourcing review-worthy vintages under their own distinctive designs.



What are your minimum order quantities?

- 1) Unlabeled bottles. We offer a range of wines in ready-to-go unlabeled 750 mL bottles. The minimum order quantity is 250 cases (12 bottles per case), *per wine*. Please let us know what wines you are looking for and we will check our inventory and quote pricing. We do not currently offer ready-to-go unlabeled cans or kegs – but we can produce them under our Full Private Label program.
- 2) Full Private Label. For quantities of 1200 gallons / 4500 liters and over of wine (*per wine*) we offer to source and package premium wines to your specifications – in bottles, cans or kegs. Pricing of course depends on the wine, packaging and quantity purchased. Again,

please let us know what products you are seeking (including the wines, package style, quantities and timeframe) and we will send on pricing.

Are samples available?

Yes. Once we have discussed what is required we would be happy to send out samples of any wines in question. For the unlabeled bottles that will also be a sample of the bottle and closure.

What is typically included in the price?

- The wine, the bottles/cans/kegs, cases as applicable, and closures/capsules as applicable, all palletized and ready to ship.
- Bottling, canning, keging and/or labeling services, including applying your label.



The above may vary as required by each project. ORWS typically does not offer terms on first-time projects but is happy to discuss terms at any other time.

Are there any fees other than the price per unit?

We work to keep our quoted pricing as simple and all-inclusive as possible. While every project is different, typically other fees may include:

- \$375 per trade name registration (usually a one-time fee)
- \$50 per COLA submission (if required)
- Third-party laboratory analyses (if required)
- Additional compliance work (if required)
- Additional packaging (such as extra wrapping, pallet corner protectors, bottle decorations, additional labeling – if required)
- Less than MOQ fee (in certain circumstances)

What do I provide?

- Labels. While ORWS does not provide labels, we will apply client-supplied labels to the wines *included in the price per case*. We can connect you with highly recommended designers and print companies if necessary.

- Anything which is considered 'non-standard', such as bottle decorations, neck bands etc. Again, this may vary from project to project.
- Shipping
- Warehousing.
- Necessary documentation: we would need a copy of all applicable licenses, permits etc. as applicable in each state/territory.

Can anyone buy and sell private label wine?

As above, we would need to see certain documents that would allow us to sell the wine in a compliant manner. If you do not have those documents, many third parties provide services to enable compliant wine sales.



Does ORWS provide licensing and compliance services?

Not beyond that necessary for TTB COLA, no. Clients are responsible for finding third-party distributors/wholesalers as necessary to pass the wine through on their behalf as required. We do require that all wine be sold in a compliant manner. Clients are responsible for ensuring



compliance at all stages of purchase, storage and shipment. We are happy to recommend compliance consultants and specialty wine warehouses. All wine is sold EX-winery/warehouse (in bond or tax-paid) here in Sonoma County, CA.

What packaging options are available?

Numerous shapes of 750 mL and 375 mL bottles are available, finished in various styles of cork and ROPE screwcap. We also offer wine in cans and kegs and we can potentially provide other packaging, such as bag-in-box. We can offer cases, corks etc printed with your design.

How do I get labels printed? What are the requirements?

The choice of designer and printer – and design – is completely yours although it is worth noting that there are certain TTB requirements that need to be met to ensure the label is compliant. We'll help at every step of the way by recommending designers and printers as necessary and reviewing label designs to make sure that they are not only compliant but also compatible with our equipment.



We require that all clients refer to the downloadable documents on our [website](#) before printing labels.

Can I use my trade name on the back label or does it need to name ORWS?

Yes. ORWS' name does not have to appear on the label.

Do you provide warehousing or direct-to-consumer fulfilment?

We do not. We sell the wine EXW and ask that it is collected within one week of labeling, unless agreed otherwise. We can recommend third-party warehouses if necessary.

Do you provide sparkling wine?

We offer still wines in bottle (maximum CO2: 1200ppm) but can provide carbonated wines in can.

Do you help me sell the wine?

While we do not provide direct sales support or tasting notes for label purposes, we do have insight into current markets and are always happy to chat about strategies and the wines which will best fit your needs. We have an in-house laboratory and we will gladly share wine composition and analyses upon request.

Do you sell bulk wine?

Unfortunately, no. But we do have a fully-fledged bottling and canning facility available if you own wine and are looking for a place to package it!

Where do I begin and where do we go from here?

Please refer to the timeline below for an overview of the typical private label process.

But I have more questions!

Please feel completely free to give us a call or send us an email from our website's Contact page to discuss which program best fits your needs. The website also has more information on all aspects of private label wines.

Looking forward to working together.

Private Label Wine: A Typical Process Timeline

