

# PRIVATE LABEL VINTAGE & SPIRITS

MADE IN THE USA

CUSTOM CRAFTMADE SPIRITS & WINE COMPANY



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## ABOUT US

Private Label Vintage & Spirits LLC and subsidiaries have been industry leaders since 1998. We are a full-service wine and spirits company specializing in Private Label Development for new producers. We minimize client's cost, time and resources when dealing with suppliers, distributors and producers in the American Craft Adult Beverages Business. We provide goods and services for Branded, Bulk, Bottled, and Barreled goods domestically and internationally. We offer extensive knowledge, expertise and access to a diverse portfolio of wines from International award-winning California Vineyards, and Spirit Producers from Premium Craft Made Distillers in Kentucky, Tennessee, Indiana & Florida.



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## WINE & SPIRITS PROGRAMS

### Brand Development Program = 1

- Custom Bottled / Private Label
- Formulated / Flavored

### Bottled & Brand Ready Program = 2

- Shiners
- Labeled Goods

### Bulk Goods Program = 3

- Barrel Program
- Export / Domestic

### Bottling & Co-Packing Program = 4

- Bottles, Cans, Pouches, Boxed
- RTD Beverages

### Business Strategic Planning = 5

- Consulting
- Brand Management

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## 1-Brand Development Programs

### Brand Development

- Brand consulting
- Brand identity & tools
- Product development
- Label Design & Development
- Package Design & Sourcing
- Customizable
- Program Fees \$2,000- \$10,000

### Formulation Development

- Custom Distillate
- Flavor /Taste Profile
- FDA Registration
- Formula Approval
- Flavored / Blended
- In-House Basic \$1,000 +
- Custom Exclusive \$10,000

### Regulatory / TTB Compliance

- COLA Approval / Label
- Brand Registration
- Bottling DBA Registration
- State & Federal Brand/DBA
- Tax Paid / Bonded Transfer
- Distributor /Direct To Consumer
- Fees vary by service / plan

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## 2- Bottled & Brand Ready Program

### Bottled Wine / Spirits

- Shiners – Unlabeled
- Labeled In-house
- In-Stock
- Client can provide labels
- MOQ 1-2 Pallets
- Cases Start \$75
- Request Price List

### Brand Ready Wine/Spirits

- Established Brands
- Brand Designed
- Customized Label
- Exclusive / Custom
- MOQ vary per item
- Cases Start \$100

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## 3- Bulk Goods Program

### Export / Import

- Export Bulk Spirits / Wine
- Transfer In Bond /Tax Paid
- Ex-Works USA
- Domestic / International

### Barrel Program

- Spirits – Whiskey, Bourbon, Gin
- Wine Barrel
- New Fill – Ready To Age
- Bonded Warehouse Storage
- Mature & Age

### Bulk Purchase

- Totes
- Barrel
- Containers
- MOQ = 1

### Domestic / International Goods

- Wine – USA, Chili, Italian, French
- Whiskey- USA, Irish, Canada
- Request Bulk Price List
- Priced by gal – Start \$5.00 pg

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## 4- Bottling & Co-packaging

### Custom Bottling

- Bottles, Cans, Pouches,
- Boxed Wine, Kegs
- Various Sizes
- Request Bottling Rate Card
- MOQ vary by package /spirit

### Co-Packing

- RTD Beverages
- Non-Alc, Mocktails
- Canning
- Request Bottling Rate Card
- MOQ vary by package /spirit

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## 5- Business Strategic Planning

### Brand Management

- Dedicated Brand Manager
- Brand consulting
- Brand Identity & tools
- Total Brand Development
- Label Design & Development
- Package Design & Sourcing
- Plans Start \$2,500 / Consult Fee \$100 hr

### Direct To Consumer

- Order Fulfillment
- Warehousing
- Shipping
- Compliance
- Store Management
- Shopping Cart
- Plans Start \$2,500

### Distribution Plan

- Three-Tier Distribution Plan
- Brand Launch – Kick-Off
- Sales & Distributor support
- Distributor Set-up
- Logistics support
- Storage / Warehousing
- Plans Start \$2,000 +

### Marketing Plan

- Price structure support & consulting
- Strategic marketing plan
- Social Media & Web Development
- Sales & Marketing Tools
- Technical Sales Sheet
- Sales Deck
- Plans Start \$3,000 +



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## PRODUCTION CAPABILITIES

- Multi size bottle filling: 50ml – 1.5 liter
- Multi size containers: Totes, barrels, drums & kegs
- Multi size labels: 1"x2" – 4"x5" size
- Labeling: Front, back & neck
- Multi top finish: Cork, T-top, screw cap
- Small Run Capabilities
- Large Capacity bottling: 100 cs per hour
- Custom packaging / design / formulation
- Private Label Bottling / Market Ready Brands
- Distilled Spirits: Processing, Distilling, Blending
- Winemaker Consultants, Custom Crush, Blending, Bulk
- Storage & Warehouse – In-Bond Facility, Barrel Aging, Logistics
- Recyclable Aluminum Cans (Wine, Spirits & Malt)
- Boxed Wines, RTD, Non-Alc, Flavored



# PACKAGE TYPES

# CONTAINER SIZES

# BOTTLE SIZES

- Glass Bottles
- PET Plastic Bottles
- Pouch - Bag In Box
- Aluminum Cans / Bottles
- Boxed Wine



- Bottles/ Cases
- Pallet / Totes
- Barrel
- Kegs
- Drum
- Tankers
- Full Container



- 1.5 liter
- 750ml
- 375 ml
- 175 ml
- 50 ml
- 3 liter
- 5 liter
- 20 liter

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## WINE PROJECT ESTIMATE

Example Start-Up Cost New Brand Program: \$20,000 +/-

\*\* production of custom branded wine is also available\*\*

\$7,000- \$15,000

### •Pre-Production

- Strategic Brand Development
- Package Design Development
- Label Concept & Design
- Market Analysis Plan
- Basic Sales Support & Tools
- Taste Profile & Samples
- TTB COLA Approval / Registration

Full Brand Development Strategy, Exercise, Plan & Tools – Turn-Key Ready For Market Tools & Samples.

\$10,080 <

### •Production \*\*

- Bottling Agreement & Set up
- Packaging Sourcing
- Bottle, Label, Capsule, Carton
- Pre-Production Package
- Freight & Logistics
- Warehouse / Storage
- Excise Taxes

\$7.50 per 750ml bottle wine = \$90 case (12)  
(2) Pallets = 112 cases = \$10,080

\$1,500 <

### •Post-Production

- Marketing & Distribution Plan
- New Launch Plan
- Promotions / Sampling
- Brokers / Wholesale Assistance
- Brand Registration
- Price Plan Structure
- Preliminary Budget/Projections

Distribution & Marketing Plan for Brand Management. Product Launch, State Registration, Distributor/ Broker Assignment

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## WINE TYPES

### WHITES

- Chardonnay
- Pinot Grigio
- Sauvignon Blanc
- Riesling
- White Blends

### REDS

- Cabernet Sauvignon
- Merlot
- Zinfandel
- Pinot Noir
- Red Blends
- Sweet Reds

### OTHER

- Rose'
- White Zinfandel
- Prosecco
- Sparkling



## SPIRITS PROJECT ESTIMATE

VODKA

- ✓ Premium USA made
- ✓ 80 Proof
- ✓ Distilled 6x
- ✓ Extra Neutral
- ✓ Corn Base Spirits
- ✓ Full Packaging
- ✓ Label, Bottle, Cap
- ✓ Bottling
- ✓ Excise Tax Paid
- ✓ Federal COLA
- ✓ Pallet Wrapped
- ✓ FOB USA, Indiana
- ✓ 3 Pallet Order

**\$5.63** 750ml bottle

WHISKEY

- ✓ Premium Craftmade
- ✓ Small Batch
- ✓ 90 Proof
- ✓ 2 Year Barrel Aged
- ✓ 90% Rye
- ✓ Full Packaging
- ✓ Label, Bottle, Cap
- ✓ Bottling
- ✓ Excise Tax Paid
- ✓ Federal COLA
- ✓ Pallet Wrapped
- ✓ FOB USA, Indiana
- ✓ 3 Pallet Order

**\$9.80** 750ml bottle

BOURBON

- ✓ Artisan Craftmade
- ✓ Single Barrel
- ✓ 80 Proof
- ✓ 2 Year American Oak
- ✓ 21% Rye
- ✓ Full Packaging
- ✓ Label, Bottle, Cap
- ✓ Bottling
- ✓ Excise Tax Paid
- ✓ Federal COLA
- ✓ Pallet Wrapped
- ✓ FOB USA, Indiana
- ✓ 3 Pallet Order

**\$11.60** 750ml bottle

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## SPIRIT TYPES

- BOURBON



- LIQUORERS



- VODKA



- WHISKEY



- RUM



- GIN



# CONTACT US



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**Rachel Finley** is the Founder and President of Private Label Vintage & Spirits LLC and past owner to several companies including a top producing winery, a wine bottle decorating manufacturing company, and top national wine brand owner. Rachel has over 25 years experience with extensive strategic sales, marketing operations and brand development background in the wine and spirits industry.



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