



MV PRIVATE LABEL WINES
2020 GUIDE

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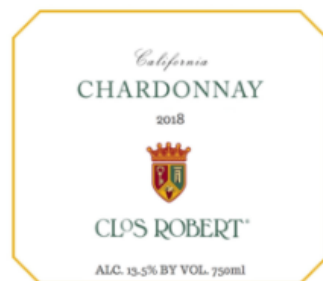
MV PRIVATE LABEL WINES

www.mvprivatelabelwines.com

Your partner in private label wine. Here at Mountain View we are an all in one private label wine producer. We source our wine from our own 19 vineyards, which are located in the most sought after grape growing regions in California. All of our production, bottling, design, and labeling is done in house, to ensure you are getting a best of class finished product, at an unbeatable price.

Private Label

- Consistent quality wines
- Great value
- On-demand inventory
- Unmatched selection
- Worldwide distribution



Why?

- Design your own wine to redesign your business
- Increase margins
- Create consumer loyalty
- Carry exclusive product
- Brand identification and extension
- Control the brand



How?

- Wine is produced in our own winery
- Labels are produced in our own offices
- Constant customer collaboration to ensure ideal product



Who?

- Restaurants
- Hotels
- Retailers
- Entertainment
- Wine Clubs

Doubletree
CALIFORNIA
RED WINE



ALC. 13% BY VOL.

750 ML

What?

- 2018 Pinot Grigio, California
- 2018 Chardonnay, Monterey County
- 2018 Chardonnay, California
- N/V White Wine Blend, California
- 2018 Cabernet Sauvignon, Paso Robles
- 2018 Cabernet Sauvignon, California
- 2018 Pinot Noir, Central Coast
- 2016 Pinot Noir, Chalone
- 2018 Merlot, Central Coast
- N/V Red Wine Blend, California
- 2018 Zinfandel Rose, California



MV Private Label Wines

2020 Private Label Pricing: Reseller

Premium Wines (12 - 750ml Bottles per case)

*No minimum order quantity.

CASE PRICING
Retailer Delivered USA

2018 Chardonnay, Monterey County	_____
2018 Chardonnay, California	_____
2018 Pinot Grigio, California	_____
2018 Pinot Noir, Central Coast	_____
2016 Pinot Noir, Chalone	_____
2018 Cabernet Sauvignon, Paso Robles	_____
2018 Cabernet Sauvignon, California.	_____
2018 Merlot, Central Coast	_____
2018 Zinfandel Rose, California	_____
N/V White Wine Blend, California	_____
N/V Red Wine Blend, California	_____

*price includes in-house produced label. If a higher end label (such as: foils, odd shapes, embossing, dark ink to border) is desired, the cost of producing a label at a print-house is 100% responsibility of the customer.

Sales Process

1. Generate private label interest from an account.
2. Request samples for account (FedEx direct available if the preferred varietal is not in stock).
3. Sample wines to the account.
4. Have label or logo material sent to MV sales team.
5. Account collaboration via email or phone call with MV sales team on label design.
6. Final label submission by MV sales team for both COLA and individual state brand registration.
7. Once all paperwork is complete, allow for a 5-7 day turn around time after PO submission.
8. Receive wines for delivery.
9. Watch the private label sell!

FAQs

Q: What is the minimum order of cases that I need to order?

A: We have no minimum order. We can do one case per varietal at a time.

Q: What do the labels look like?

A: We have two different front label options, the sizes are as follows: 4" width by 3.5" height and 3.75" width by 4.16" height. Standard white paper material for both, as well as a linen option for the 4" x 3.5" label. Our back labels are 3" x 3".

Q: What information must be included on the label?

A: The government warning statement, the "Contains Sulfites" statement, our "Vinted and Bottled By" statement are all included on the back label. The ABV percentage, the volume (750 mL), the wine varietal, and the appellation must be included on the label as well.

Q: Do you have...?

A: We do not carry champagne, port or dessert wines, smaller bottle sizes, or any other varietals that are not one of the 11 wines listed.

Q: How much extra do the labels cost?

A: The label cost is included in our pricing.

Q: Are there multiple case order discounts?

A: No. Our pricing is fixed and does not allow for volume discounts.

Q: What is your bottling and packaging like?

A: We use standard white boxes, as well as standard black capsules. Our bottle types are varietal dependent.

Q: Can I use a different type of label or bottle?

A: There is the option of purchasing labels through our out of house design service. As for the bottles, the ones we use are the standard. The only way to go about using a specific bottle would be to run a bottling, which would be a 600 case minimum order.

Q: How long will it take until I receive my wine?

A: It depends on the location of the account. Each state has different time frames for brand registration, price posting, etc. However, once an account's labels are approved by the TTB and the state, we have a 5-7 day turnaround time.