



A W Direct

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AWDirect - Custom Label Wine Service

Why Create Your Own Wine Label with AWDirect?

- Exclusive label for your outlet ONLY. No competition in local market or on the web
- A unique product for your clientele.
- Protect your portfolio from supplier changes or buyouts
- Maximize profitability by not discounting to match the competition
- Control and direct your own marketing, and select ownership of the label
- Minimal Set up costs* & small production runs
- Convenience: select from quality varietals, in stock & ready to label
- Very competitive pricing that allows you to maximize your sales & gross profit.

Guidelines to creating your own label:

- Set Up Costs: FREE* for standard front label template design
(*some charges may apply for more advanced design)
- Production Runs: Minimum 14 cases per variety, per label
- Varieties: Stock Items include:
Australia Chardonnay & Shiraz
California Chardonnay, Cabernet, Merlot & Zinfandel
(More available upon request)
- Pricing:

| | |
|---------------|--------------|
| 14 – 27 cases | \$72.00/case |
| 28 – 55cases | \$66.95/case |
| 56+ cases | \$61.20/case |
| 112+ cases | \$57.20/case |

For larger quantities, please inquire about our direct shipping.

All pricing is quoted as ex California Warehouse, per wine per label design

- Timing: Generally require 2 weeks from PO & TTB approval for the wine to be ready to collect
- Storage: FREE for up to 10 business days from labeling, then \$0.30/case/month there after
- Terms: Deposit of 10% due on receipt of order (to cover set up costs), then balance 30 days from shipping date (Bill Of Lading Date)

For more information, please contact us:

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