

MV PRIVATE LABEL WINE'S

ULTIMATE GUIDE TO PRIVATE LABEL AND BRAND EXCLUSIVE PROJECTS

P R O D U C E T O P Q U A L I T Y W I N E S



MV Private Label Wine

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Who We Are

MV Private Label Wines offers the largest selection of wines available for private label in the market. Our 19 vineyards enable us to produce top quality wines from the very best growing areas of the United States.

Your private label wine should be an extension of your brand. Therefore, we make sure that the quality of the wine we put into the bottle is superior.

For over three decades, MV Private Label Wines has produced hundreds of private labels for hotels, restaurants, retailers and wine clubs throughout the United States, Europe and Asia.

Wine prices range from \$7-\$17 per bottle so you have a wide selection of wines to meet various price points. Contact us for a current price list.



Our Vineyards

Why Are Private Labels and Brand Exclusives Important?

Private Label

The benefits for Retailers that come with adding private label wines are endless. The Retailer gains total control over the brand, design, production, growth, and marketing. Retailers earn competitive advantage and higher margins on private label brands since consumers only know the price that specific Retailer offers and cannot compare it to other sellers.

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“American consumer brands are under attack. Now, they are facing new challenges as supermarket shoppers increasingly go generic.”

Stephen Wilmot, WSJ

Brand Exclusive

An exclusive brand is a brand of wine that is only available at a specific retailer within their region. This gives the Retailer competitive advantage and the opportunity to 'own' a brand. In the heavily saturated wine market, there are hundreds of great brands available for exclusives.

“Stores are increasingly relying on merchandise that can be found nowhere else. Retailers can mark these exclusive lines down at their own pace, with a far more profitable outcome than with a national brand.” - Stephanie Clifford,

TNYT

”

Which Is Better For Your Business?

Private Label

There is an initial investment in creating a private label.

Retailers must:

- Create a new brand
- Source producers
- Design labels
- Generate marketing content
- Promote the product

High Margins

That being said, the margins on private label brands are significantly higher (avg. 40-65%), and the potential to scale the brand is unlimited. Some major Retailers who have added private label wine include Costco, Target, Trader Joe's, and Total Wine & More.



From left to right; Kirkland (Costco), California Roots (Target), Coastal (Trader Joe's), Pacific Peak (Total Wine & More)

Photos courtesy of Costco, Target, Trader Joe's, and Total Wine & More

Which Is Better For Your Business?

Brand Exclusive

Brand exclusives work superbly for Retailers who appreciate the benefits of a private label but are not ready for the financial investment. Brand exclusives are ideal for businesses looking to:

- Gain competitive advantage
- Carry products consumers can't price compare
- Add diversity to their inventory
- Earn an average of 35-50% margins

Controlling A Brand

With brand exclusives, a Retailer 'controls' a product that already has an established reputation and marketing force. However, quantities are often limited and the Producer controls the design process. Some examples of wine brand exclusives include Proverb at Amazon, Charles Shaw at Trader Joe's, and Three Wishes sold exclusively at Whole Foods.



From left to right; Proverb (Amazon), Charles Shaw (Trader Joe's), Three Wishes (Whole Foods)

Photos courtesy of Amazon, Trader Joe's, and Whole Foods

Where To Begin

1) Research

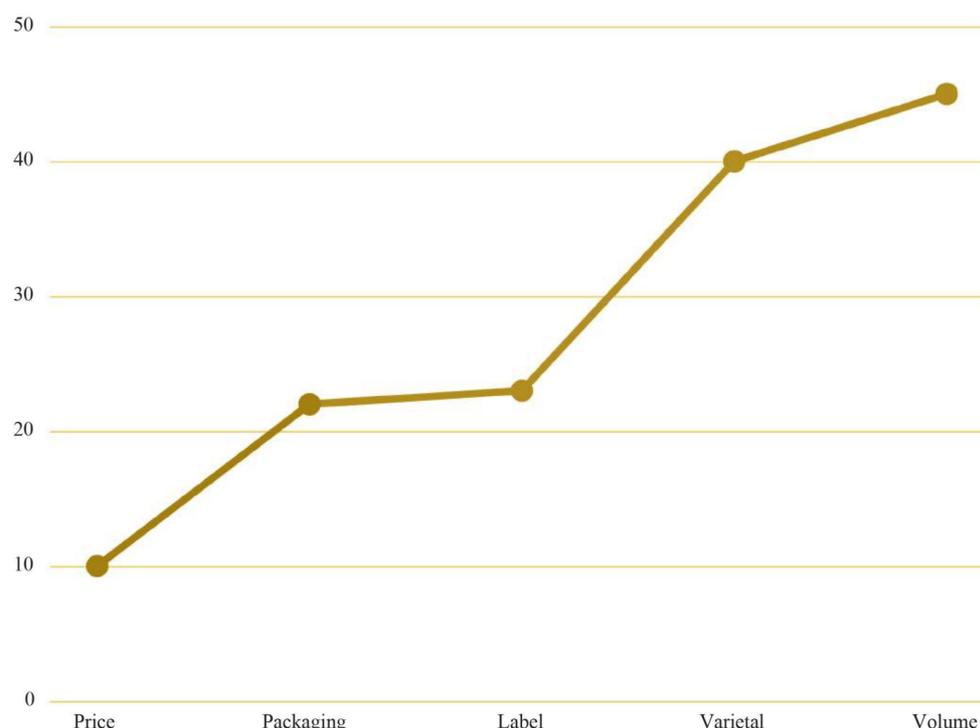
To begin, you need to research your own company. What are your financial capabilities? Why are you interested in private label or brand exclusives? What do you think your business will gain by implementing them? What kind of margins are you hoping to make? Write these things down.

Learn From Your Customers

Research your customers as well. What is the **demographic** of the customers? What kind of **packaging and design** are they most likely to purchase? What **types** of wine do they buy? What **price point** moves the most volume?

Analyze Your Data

Collect the data and analyze it. You may be surprised to find that while you were considering making a private label Chardonnay at \$20 a bottle, you actually sell twice as much Chardonnay at \$10 a bottle. Your customers are specific to your business, so assess what they're buying and find the products that best fit their needs.



Whats Next?

2) Find a Producer

Once you have answered these questions, you'll need to find a Producer who can meet your specific needs. Depending on the type of wine you'd like to create for a private label or obtain as a brand exclusive, your overhead prices will vary greatly.

Price Differences

A private label will have an **initial overhead**, but often returns higher margins. Exclusive brands have very low overheads, and while they still make great margins, you'll have to **pay the Producer more for their finished product**.

Keep Your Customer In Mind

A non-vintage Cabernet Sauvignon from California will be much less expensive than a 2015 Cabernet Sauvignon from Napa Valley. Understand what your customer values in a wine, as well as your company's budget. Keep knocking on doors until you find the right Producer with the right price point!



Now What?

3) Use Distribution to Your Advantage

When you've found the right Producer, you'll need to address three-tiered distribution. Your Producer can sell the wine to Distributors who will carry it in their portfolios, however this will drastically increase the cost of your wines.

Creating a clearing distribution partnership with an in-state Distributor is much more cost effective. Distributors have two primary functions:

- Sales & Marketing
- Clearing & Compliance



Distributors can do the Clearing & Compliance for your wine having to be your Sales & Marketing force. Negotiate with your current Distributors, or source a new Distributor partner, and create a socialized fee for Clearing & Compliance *only*.

Acknowledge that you will take on the Sales & Marketing responsibilities. An appropriate clearing Distributor fee ranges from 5-10% margin per case.

How To Ensure Success

4) Promote, Promote, Promote!

Once the wines have arrived in stores, it is *your* job to promote them, not a Distributors'. This is why your Distributor will have to charge you a much lower fee for their services.

Put In The Extra Work

Remember, these products are helping you gain competitive advantage and earn higher profit margins.

Give them extra attention:

- Reserve eye-level shelf space
- Build case stacks
- Display your wines near the cash register, in the cool box, and throughout your store -

Get Creative!



You've invested a lot of time and resources into these products, make sure that your employees and management do the same!

The Final Step

5) Evaluate and Adapt

The final step is evaluating your results. Did the wine sell how you expected it to? Did consumers like the label? Were the varietal and price point the right fit? What is the feedback from customers?

Utilized The Data You've Collected

Find these answers and use the information to guide you in future products. Perhaps your labels weren't eye catching enough. Maybe the price point wasn't right for your customers, or the style of the wine was too dry or too sweet.

Every Retailer, regardless of size, can benefit from private label or exclusive brand wines. Now that you understand the benefits of private labels and exclusive brands, the differences between the two, and how to obtain each kind, it's up to you to decide where you'll go from here! Refer to this guide throughout the process whenever you have questions, need guidance, or want to gain new insights!

Starting at MV Private Label

Want to get started right away? Let us help, we offer all the necessary ingredients in house, from wine, to label design, and incorporation of your own logo!

Please go to <https://calendly.com/angelo-18> to schedule a consultation today!

Take a look at the wines we offer and how labels must be formatted. It will help during your consultation!

California Wine Varietals We Offer:

CHARDONNAY - MONTEREY COUNTY
CABERNET SAUVIGNON - PASO ROBLES
MERLOT - CENTRAL COAST
PINOT NOIR - CENTRAL COAST
ZINFANDEL - AMADOR COUNTY
CHARDONNAY - CALIFORNIA CABERNET
SAUVIGNON - CALIFORNIA PINOT
GRIGIO - CALIFORNIA
ROSE - CALIFORNIA
RED WINE BLEND - CALIFORNIA WHITE
WINE BLEND - CALIFORNIA

Label Specifications

To Make the labels that work best,
please use these parameters

FRONT LABEL

Varietal, Vintage, Appellation, Alcohol %

BACK LABEL

Government Warning, Sulfites Warning,
UPC (If desired), 750ml,
Vinted and Bottled by Mountain View Vintners

VARIETAL

BOTTLED BY Mountain View Vintners, Morgan Hill, CA

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.

CONTAINS SULFITES 750 ML