



## THE WINE



The Guide

## Hotel-Branded Wine Production Guidelines

### 1. Production Criteria

Creating a high-quality brand of red, white and rosé wines that aligns with your hotel's luxury standards involves careful selection of grapes, meticulous winemaking processes and rigorous quality control.

#### 1.1 Grape Selection

- **Varietals:**
  - **Red Wine:** Focus on noble varietals such as Cabernet Sauvignon, Merlot and Pinot Noir.
  - **White Wine:** Opt for Chardonnay, Sauvignon Blanc and Riesling for their balance of flavor and aroma.
  - **Rosé Wine:** Utilize grapes like Grenache, Syrah and Cinsault, known for producing vibrant and elegant rosés.
- **Source:** Grapes should be sourced from top-tier vineyards known for their terroir, preferably from regions renowned for each varietal.
- **Harvesting:** Hand-pick the grapes at optimal ripeness to ensure the best quality and flavor profile.

#### 1.2 Fermentation

- **Red Wine:** Ferment in stainless steel tanks or oak barrels, depending on the desired flavor profile. Extended maceration may be used to enhance tannin structure and depth.
- **White Wine:** Ferment primarily in stainless steel to retain crispness, with optional barrel fermentation for a portion to add complexity.
- **Rosé Wine:** Use the direct press or saignée method for a delicate color and fresh flavor. Ferment in stainless steel to preserve fruitiness.

#### 1.3 Aging

- **Red Wine:** Age in French oak barrels for 12-24 months to develop complexity, with additional bottle aging to refine the flavors.
- **White Wine:** Age in stainless steel or neutral oak barrels for 6-12 months, focusing on preserving acidity and freshness.
- **Rosé Wine:** Age in stainless steel tanks for 3-6 months to maintain a bright, fresh profile.

### 1.4 Blending

- **Red Wine:** Blend different varietals or vineyard plots to achieve a balanced and complex wine that reflects the hotel's brand.
- **White Wine:** Blend to create harmony between fruit, acidity, and body, ensuring a versatile and appealing wine.
- **Rosé Wine:** Blend to achieve a consistent flavor profile with the right balance of fruitiness, acidity, and color.

### 1.5 Quality Control

- **Tasting Panels:** Conduct regular tastings by a panel of expert sommeliers to ensure consistency and adherence to quality standards.
- **Certification:** Ensure the wines are certified by relevant authorities, such as AOC, DOC or other regional designations, to guarantee authenticity and quality.

## 2. Bottle Design

The wine bottle design should embody the hotel's luxury and sophistication while standing out on the table.

### 2.1 Bottle Shape

- **Red Wine:** Use a classic Bordeaux or Burgundy-style bottle, depending on the varietal, with a dark green glass to protect the wine from light.
- **White Wine:** Use a traditional Burgundy bottle with light green or clear glass to showcase the wine's clarity and color.
- **Rosé Wine:** Opt for a Provence-style bottle with clear glass to highlight the rosé's delicate hue.

### 2.2 Custom Features

- **Embossing:** Emboss the hotel's logo or name on the bottle, adding a tactile element that enhances the luxury appeal.
- **Capsule:** Use a high-quality foil capsule in a color that complements the label design, possibly with the hotel's emblem embossed on the top.

## 3. Etiquette (Label) Design

The wine label should be a reflection of the hotel's brand, combining elegance, simplicity and distinctiveness.

### 3.1 Label Material

- **Premium Paper:** Use high-quality, textured paper for the labels, with options like cotton or linen for a luxurious feel.
- **Waterproofing:** Ensure the labels are waterproof and resistant to damage from moisture, preserving their appearance in various serving conditions.

### 3.2 Design Elements

- **Logo:** The hotel's logo should be prominently displayed, either embossed or foiled to add depth and sophistication.
- **Typography:** Select classic serif fonts that convey elegance, with clean and legible text for additional information.
- **Color Scheme:** Use the hotel's brand colors, with metallic accents like gold, silver, or copper to enhance the luxurious appearance.
- **Vintage Information:** Clearly state the vintage year, varietal and any pertinent winemaking details to inform and entice the guest.

### 3.3 Back Label

- **Details:** Include tasting notes, food pairing suggestions, and a brief story about the hotel's wine brand, enhancing the connection between the wine and the guest experience.
- **Legal Requirements:** Ensure compliance with all labeling regulations, including alcohol content and certification marks.

## 4. Packaging Standards

The packaging should reflect the luxury status of the hotel's wine brand, making it suitable for both in-room service and retail.

### 4.1 Gift Box Design

- **Material:** Choose high-quality materials like wood or heavy-duty cardboard for the gift boxes with a luxurious interior lining such as satin or velvet.
- **Customization:** The box should feature the hotel's logo, either engraved or foiled, with a magnetic or ribbon closure for an added touch of elegance.

#### **4.2 Interior Design**

- **Lining:** Use satin or velvet lining in colors that complement the wine label, ensuring the bottle is securely held in place.
- **Accessories:** Consider including branded accessories such as a corkscrew or wine stopper, adding value to the packaging.

#### **4.3 Sustainability**

- **Eco-Friendly Options:** Use sustainable materials for the packaging, such as recycled cardboard or FSC-certified wood, aligning with the hotel's environmental commitments.
- **Reusable Packaging:** Offer reusable packaging options, like wooden boxes, that guests can repurpose, adding to the overall value and experience.

#### **4.4 Presentation**

- **Unboxing Experience:** Design the packaging to create a memorable unboxing experience, with attention to detail in how the wine is revealed and presented.
- **Customization for Events:** Offer customized packaging for special events or VIP guests, including personalized messages or engraving.

### **5. Serving and Experience**

The way the wine is served to guests should reinforce the hotel's commitment to luxury and quality.

#### **5.1 Presentation at the Hotel**

- **Temperature Control:** Ensure red wines are served at 16-18°C (60-65°F), white wines at 8-12°C (46-54°F) and rosé wines at 10-12°C (50-54°F).
- **Glassware:** Use high-quality crystal glassware, with the hotel's logo subtly etched, tailored to the type of wine being served.
- **Sommelier Service:** Offer sommelier services for special occasions or VIP guests, providing detailed explanations and enhancing the overall experience.

#### **5.2 In-Room Service**

- **Complimentary Offering:** Consider offering a complimentary bottle of the hotel-branded wine to guests in premium suites or for special occasions, with a personalized note.

- **Presentation:** Serve the wine in a branded wine cooler with matching glasses, delivered with elegance and attention to detail.

### ***5.3 Takeaway Options***

- **Retail:** Make the hotel-branded wines available for purchase in the gift shop or online store, with the option for customized packaging.
- **Special Editions:** Release limited-edition wines for holidays or significant hotel anniversaries, featuring unique designs or blends.

This guide ensures that the hotel-branded wines reflect the luxury and sophistication of your hotel, providing guests with a memorable and premium experience.