

# Custom Label Wine Program

## Instructions

### Step 1: Order Wine

Place the wine order first. Currently we have the following wines available in the Custom Label Program.

- Raymond Curated Collection North Coast Cabernet Sauvignon which retails for \$336/case
- Buena Vista Curated Collection Sonoma Chardonnay that retails for \$288/case
- JCB No. 24 Curated Collection Sparkling Brut Rosé that retails for \$390/6 bottles

These wines can be personalized with a complimentary **FRONT** label. Back labels are already included on the wine and for legal reasons cannot be customized. Once the wine has been purchased, notate the order number as it is required to create your personalized label.

**PLEASE DO NOT INCLUDE ANY OTHER WINES OR ITEMS IN ORDERS FOR CUSTOM LABEL WINES AS THE CUSTOM LABEL WINES SHIP FROM A DIFFERENT LOCATION THAN DAILY ORDERS.**

### Step 2: Create Your Label

- Labels are created online at <http://boisset.stoneycreekwinepress.com>
- Make sure you read the [Getting Started Guide](#) for additional details on file types and specifications. This is also a great link to share with your customers so they know the specifics to include with their artwork. This document can be accessed from the above link, or you can also access it directly here: <http://boisset.stoneycreekwinepress.com/pages/getting-started>
- Create a label design using one of the following options:
  1. [Choose a Design Template \(recommended\)](#) – Choose a label style from any of the available pre-made design templates, and customize it with your own text, logos, or photos. Using the share buttons in the website’s label editor, designs can be sent to your client for review prior to placing your order. With this option, labels are provided at no charge, and proofs of your label prior to printing are included by default.
  2. [Submit A Design](#) – This option is recommended for designers only. Start by choosing a shape that fits your wine type, and then create a label using your own design software to upload to Stoney Creek for printing. This option is available at no charge, provided that designs are submitted in high resolution and include bleed. View the [File Specifications](#) guide for help ensuring your files are set up properly and submitted in the correct format. **Additional charges may apply if your designs are not included to spec, or require additional work.**
  3. [Custom Design Package](#) – Purchase a full custom design package to have Stoney Creek create a completely unique design just for your client. Boisset ambassadors receive a 50% discount on standard pricing for all design packages, with the Basic Package starting at \$100. With this option, labels are included free of charge, but design fees must be paid for separately.

- **Make sure to select a label size that fits your wine type.** Chardonnay and Sparkling Rosé bottles have a height restriction of 3.75” inches, while labels for Cabernet Sauvignon bottles can be as tall as 6” inches.
- Always order 14 labels for each case of wine in your order (eg. an order of 2 cases must include 28 labels)
- We recommend signing up for a free member account before you checkout. This will allow you to view all of your orders in your order history list for simple reordering.
- When you checkout **be sure to enter your own contact information**, not the contact info for your customer. This way label proofs will be sent to you, and you will be able to facilitate the completion of the order.
- You will be asked to enter a PROMO CODE so that you aren’t charged for the labels. Use boissetXXXXXX (the X’s are your 6 digit order number, ex. boisset123456).
- Once your design has been approved, your order will typically ship within 2-3 business days. All orders are shipped with regular 2-3 day shipping unless otherwise specified when you placed your wine order.

## Frequently Asked Questions

### Q. Why do we use a Stoney Creek Wine Press to create the labels?

A. Stoney Creek Wine Press offers self-service web-based technology, pre-made templates for all seasons and occasions, and economical way to print small runs. Though our properties can offer personalized labels as part of the Winemaker for A Day experience, it’s quite manual. Stoney Creek is a good option for making this process automated and scalable from anywhere and via the web.

### Q. What if my customer wants to sample the wine first?

A. The personalized wine selections are also available as a regular featured wine also and can be ordered by the bottle for sampling.

### Q. What if I need help with creating or modifying my artwork or image?

A. This service can be done by Stoney Creek for an additional fee and must be quoted independently. You may also seek the services of an independent graphic artist as Boisset Collection does not provide graphic services, but can make recommendations of outside graphics specialists in our network. Contact [customercare@boisset.com](mailto:customercare@boisset.com) for additional help or with any questions.

### Q. What is the minimum quantity?

A. The minimum quantity is full case order only of either the Raymond Cabernet Sauvignon or the Buena Vista Chardonnay, and they must be ordered first prior to ordering wine labels.

### Q. Can I get a proof of my label before printing?

A. Yes, proofing is included by default for all Boisset orders, unless otherwise specified. All proofs are sent to the email address that is entered during checkout. Stoney Creek will not print the labels until the proof is approved.