



WINE COUNTRY KITCHENS  
*Napa Valley*

# PRIVATE LABEL PROGRAM 2010

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# WINE COUNTRY KITCHENS

*Napa Valley*

**Wine Country Kitchens**, founded in 1995, is a specialty food manufacturer and co-packer located in Napa Valley, California. For over 14 years we have created a collection of exceptional products that defy comparison and begin with the finest ingredients from around the world.

We offer over 65 products available for Private Label in several categories: oils, vinegars, sauces, marinades, dressings, mustards and tapenades.

We employ the highest standards in quality, production efficiencies and good manufacturing practices. Our facility is fully licensed, insured and certified by third party Siliker Laboratories. These technical attributes combined with experience and dedication affords us the title of "Specialty Food Manufacturer".

## **WHAT IS PRIVATE LABEL?**

Private label is the fastest and easiest way to bring a product to market with your own name on the label. True private label is when you take a manufacturer's exact product and put your own label on it. Your label is the exact size & shape of the manufacturer's label. Private label allows a retailer, restaurant, hotel, winery or even a corporate business to feature products packaged with their own label and brand image without the heavy start up expenses and time incurred with bringing a new product to market.

If you have your own recipe to manufacture that is actually contract packaging (not private label). We also offer this service to our customers. Please ask for our Contract Packaging brochure for more information.

## **WHY PRIVATE LABEL?**

There are a number of reasons to offer private label products: The type of business, demographics, competition and business size. In most cases though, the most common reasons are **increased sales and profitability**.

### **INCREASED SALES**

- **EXCLUSIVITY.** With a retail operation, the customer believes this is the only place that this product is available. If they love the product and the price point, they will return to purchase it at your location and most likely purchase additional items off their shopping list with the same visit.
- **BUSINESS NAME REINFORCEMENT.** Your logo and business name are going home with every product purchased. Your product sits on the counter or in the refrigerator and is viewed by the consumer, their family and friends each and every time the product is used.
- **PRICE.** The price is generally better than your competition, therefore 'price shoppers' are more likely to choose a private label brand.

### **INCREASED PROFITS**

- **Lower start up expenses than contract packaging**
  - A typical custom recipe can run between \$5,000 and \$10,000 to develop.
  - Developing a package costs time and money.
  - Submitting a new recipe to government agencies for approval costs time and money.
  - Lower market research expense because product is already in the marketplace.
- **Smaller minimums than contract packaging**
  - Less cash outlay for inventory
- **Availability**
  - Product usually available quicker than co packing, shelves stay stocked.

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## **LABEL INFORMATION**

We produce products under our own brand/logo that are available for Private Label. Our products use both a pressure sensitive label and a paper neck tag (certain items only).

### **Food Labels have 4 basic parts (sections) to them:**

1. **PDP** ("principal display panel" - front of the label)
  - a. Has the brand name, recipe name, net contents.
2. **Information panel**
  - a. Has the responsible company name, address, phone #, etc.
  - b. A place for UPC bar code if desired
3. **Nutritional panel**
  - a. Has the nutrition box with percent of daily values
  - b. Has the list of ingredients in the product.
4. **Romance panel**
  - a. This is the story about the product and your company

## **ETCHING OPTIONS**

We have a line of dipping oils and vinegars in Italian Glass that are perfect for etching with your company logo on the bottle. On our private label price list, look for: Gourmet Dipping Oils and Vinegars. The cost can vary so please ask for details. Please allow an additional 3-4 weeks for orders to process. Minimum etching order is 15 cases per sku.

## **LABEL PROCESS**

### **1. LABEL DESIGN COSTS**

If you have your own label designer, we can provide the necessary label information with stock and glue specifications needed to create the labels. If not, we have a preferred label designer that has all the nutritional information and state regulations for all of our items which we can gladly refer you to that will save you time. They have our die size information and will work with you to design your labels and simply charge you for their services.

### **2. PROOFING**

Once the item labels are designed to your standards according to color scheme and logos, Wine Country Kitchens will need to proof as well for PDP and Nutritional Panel content accuracy before the labels are printed. Any changes to the PDP or Nutritional Panel during initial set-up will be charged by the designer and added to the cost of designing the labels. We also make sure the labels stay current with all FDA & State labeling regulations and at any time if changes are required to the label, we will notify you so you can then work with the label designer on the changes. We reserve the right to not use labels shipped to WCK that have not been approved or do not meet the necessary requirements.

### **3. PRINTING COSTS**

Once labels are approved by Wine Country Kitchens you can then place your label order with a vendor and have them shipped to us. You are billed by the printer. We can refer you to several label companies that can assist you.

### **4. UPC REGISTRATION**

There is no State or Federal guidelines that require products to have a UPC code, however, if you are planning to sell your products in any gift or winery shops, grocery stores, etc. they more than likely will require a UPC (Universal Product Code) for scanning and inventory purposes. There are several different types of codes based on what country the company manufacturing or selling the products resides in. In the United States, we use the UPC-A/GTIN-12 format for almost all products.

To register for your company prefix and product codes, visit [www.gs1us.org](http://www.gs1us.org) for more information – click on BarCodes and Ecom.

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## **MINIMUM ORDERS**

Minimum for private labeling is 25 cases (300 units) per sku (per item) for 12 pack cases and 50 cases per sku (300 units) for 6 pack cases. New customers have a minimum first time order of at least 2 sku's to begin private labeling.

## **LEAD TIMES**

Our production calendar fills up rather quickly, especially during the summer months. We generally require a 2-3 week lead time for all private label orders once the labels are in-house. To ensure accuracy, all private label orders need to be received in writing via fax or email. Please note that labels need to be in-house before we can schedule the labeling of your order. If labels are received that do not meet the standards outlined in the label specification list – we will need correct labels re-shipped to us before we can label your order.

**THANK YOU for your interest in working with Wine Country Kitchens for your private label business. Please contact our sales department for any additional questions. We look forward to working with you!**

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