

PREPARING A LABEL FOR SONOMA WINE CO. PRODUCTION:

STEP 1) INITIAL PACKAGING DESIGN CHECK

SWC Brand Development Dept must gain production sign-off on initial label/packaging design to ensure that the label fits the glass panel, and to review any other issues that might compromise production quality (such as label wrapping, die cuts, label material). Label designers can reference *Graton Label Specs* for production requirements.

| Step 1 – Production Check | Notes | ✓ |
|-----------------------------------|-------|---|
| Packaging Design Elements: | | |

STEP 2) INITIAL COPY SUBMISSION TO SWC COMPLIANCE:

The legal front label must contain: vintage, varietal, appellation, brand name and Alcohol by Volume. It can also carry information that would go on the back label: Vintner’s statement, Government Warning, Contains Sulfites.

- Please see *TTB Label Cheat Sheet* for additional information regarding font size, type and other relevant TTB label regulations.
- Please see *Vintner’s Statement Reference Sheet* for additional information regarding approved copy.

UPC codes can be placed for position only – the TTB does not require or check UPC codes as part of the submission process.

Note: Once approved by the TTB, label artwork/layout cannot be modified or changed except for the following: vintage / alcohol within the same tax class (under 14% / over 14%). This includes changes to font size that affect text wrapping and layout. Any other artwork or copy changes must be resubmitted to the TTB at the client’s expense. Please proof spelling for typo’s carefully as the TTB does not check for spelling mistakes.

| STEP 2 – COMPLIANCE CHECKLIST | SPECIFICATION | ✓ |
|--|---|---|
| Varietal type | | |
| Vintage | | |
| Appellation | | |
| Alc. by Vol (ex. 12.5% Alc. by Vol) | | |
| Vintner’s Statement | | |
| Government Warning | | |
| Contains Sulfites | | |
| Volume | <u>Not necessary if blown into glass</u> | |

Please submit initial labels for review and comment to Gayleen Robbins, Compliance Manager (707 829-6184): grobbs@sonoma-wineco.com

Labels can be in pdf or jpg format for initial SWC review.

STEP 3) FEDERAL GOVERNMENT LABEL APPROVAL (COLA)

Label files should be emailed to SWC Compliance Dept. for electronic submission to the TTB in .jpg format, with separate files for front and back labels for each varietal type and/or size being produced. Resolution must fall within TTB approved limits. An additional file containing the label dimensions is also required for electronic submission to the TTB.

| Step 3 – TTB Checklist | Specification | ✓ |
|---|--|----------|
| File Format | Separate .jpg file for each individual front and back label | |
| Resolution | At least 300 DPI – no larger than 450 DPI | |
| Label Dimensions – height and width for both front and back labels | Must be contained in a separate jpg file | |

Labels submitted electronically are generally approved within 2 weeks or less, while labels submitted by paper through the mail take at least 3 weeks or more for approval. Once labels are approved the client is be emailed or faxed the label approval by SWC.

Please submit labels to Gayleen Robbins, Compliance Manager (707 829-6184): grobbs@sonoma-wineco.com

STEP 4) LABEL ARTWORK TO PRINTER

| Step 4 – Printer Checklist | Specification | ✓ |
|-----------------------------------|---|----------|
| Printer is SWC-qualified | If printer is not SWC-qualified list, must receive <i>Graton Label Spec</i> sheet; | |
| UPC Code | | |
| Proof matches TTB Approval | | |
| Roll Rewind Correct | Rewind # 4 | |
| Final SWC Proof Sign-off | Winemaking/Compliance/Brand | |

Please fax or email final printer’s proof to SWC for sign-off prior to printing: dscioli@sonoma-wineco.com /Fax: 707 829-6160 attention: Custom Label Dept.

Finished labels to be sent to: Custom Label Department / Sonoma Wine Company / 9119 Graton Rd. Graton, CA 95444 (707) 829-6143 Attention: Niki Scioli

Note: SWC not responsible for labels that do not meet SWC specs if non-qualified printer is used. SWC not responsible for any changes or alterations to SWC-approved proof.

STEP 5) FINAL LABEL CHECK

Prior to production, labels will be checked by SWC Production Dept. for quality assurance, and by SWC Compliance Dept. for conformity to approved label & blend.