

# Private Label

## Why We're the Best at What We Do

At Sonoma Wine Company Private Label, we offer some of California's finest wines as finished goods ready for your special branding—with maximum flexibility and minimal inventory risk.

Whether your program is small or large, domestic or export, there are some important distinctions that set us apart:

**Program Flexibility:** With Sonoma Wine Company Private Label, clients have the option to order from a wide selection of stock Shiners (as few as 168 cases per order), or take advantage of volume pricing and packaging flexibility with larger orders. We have the experience and depth to serve larger programs as well as the superior customer service to attend to small and medium-sized programs.

**Packaging Flexibility and Production Experience:** At Sonoma Wine Company we have the flexibility to source packaging, and produce finished goods using state-of-the-art equipment managed and operated by some of the most seasoned professionals in the industry. With six facilities with a combined output of nearly four million cases per year, we have the experience to produce quality goods and to deliver on time.

**Price:** We work diligently to control our costs by exercising our buying power while never sacrificing quality. We offer an extremely competitive price for finished case goods no matter what the varietal or appellation.

**Consistent Quality Winemaking:** At Sonoma Wine Company, we are proud of our staff of winemakers and their abilities to craft consistent wines that often outperform “superior” wines on blind tastings. Many private label brands have been built on the promise of consistency and profile of Sonoma Wine Company Private Label wines.

**Customer Service:** It is our core business at Sonoma Wine Company to ensure delivery of a product which conforms to the client's exact specifications. We pride ourselves on our ability to work with our clients to deliver a quality product on time.

**Experience Working with Growing Brands:** At Sonoma Wine Company we are no strangers to working with growing brands. We have worked with multiple brands that have started with us as a mere concept and have grown to programs of hundreds of thousands of cases per year. We know where the pitfalls are with a growing brand and we have the experience and depth to deal with the challenges of that growth. In fact, we have never had a brand outgrow our capacity.

**Joe Joffe**  
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*Northern California's*  
*Premier Custom Winery*