



WINE COUNTRY KITCHENS  
*Napa Valley*

# PRIVATE LABEL PROGRAM

511 Alexis Court

Napa, Ca 94558

Toll Free: 866-767-9463

Fax: 707-252-9424

[www.winecountrykitchens.com](http://www.winecountrykitchens.com)

## 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 nearly two decades 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 brand on the label. Often referred to as "store brand", private label customers purchase products from the manufacturer and market them as their own. 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.

## WHY PRIVATE LABEL?

Private label brands have become increasingly more accepted by the consumer as quality products. In most cases though, the most common reasons are **increased sales and profitability**.

### INCREASED SALES

- **EXCLUSIVITY.** Private label is unique to the retailer. Many consumers consider private label an alternative to national brands.
- **BUSINESS NAME REINFORCEMENT.** Your logo and business name build value and recognition for your customers. Private label products allow you to differentiate your products from your competitors.
- **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.
  - No costs associated with package development.
  - 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.

## LABEL INFORMATION

**Food Labels have four basic sections:**

**Principal display Panel (PDP)**- front of the label)

Brand name, recipe name, net contents.

**Information panel**

Responsible company name, address, phone #, etc.

UPC bar code, if desired

**Nutritional panel**

Nutrition box with percent of daily values

List of ingredients

**WINE COUNTRY KITCHENS**  
Napa Valley

**Romance panel**

A story about the product and/or your company

**LABEL PROCESS**

**LABEL DESIGN**

If you have your own label designer, we will provide the necessary label information including stock and glue specifications needed to create your labels. If not, we have a preferred label designers we would gladly refer you to. Our preferred designers have all the nutritional information, die lines, and state regulations required for our products. They will work with you to design your labels and charge you directly for their services.

**PROOFING**

Once the product labels are designed to your specifications, Wine Country Kitchens will need to proof 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 ensure the labels stay current with all FDA & State labeling regulations. If at any time changes are required to the label, we will notify you. 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.

**LABEL PRINTING**

Once labels are approved by Wine Country Kitchens, you can place your label order with your printer. If you do not have a preferred printer, we have several preferred vendors who would be happy to service you. The printer will charge you directly for their services.

**UPC REGISTRATION**

There is no State or Federal guidelines that require products to have a UPC code, however, most retailers require UPC codes for scanning and inventory purposes. There are several different types of codes which are based on which country products are bring produced and 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.

**MINIMUM ORDERS**

The minimum for private labeling is 25 cases (300 units) per sku 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 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 and do not meet the standards outlined in the label specification list – You will need correct the labels and have them 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!**

\*\*\*\*\*