

**Private
Label**
Wine Program

Your
Brand
Here



Why Private Label?

Restaurants

The necessary mark-up on wines in the restaurant industry can deter sales and prevent customers from finding their new favorite wine. Creating a private label for your restaurant provides:

- Affordability: Competitive pricing compared to well-known brands.
- No middlemen: Direct sourcing from producers reduces costs.
- Value for money: High-quality wines at a fraction of the cost.

Hotels and Resorts

Brand awareness is an incredibly important factor in the hospitality industry. A major objective of a successful hotel or resort is providing customers something that they can't get anywhere else. A Private Label program is a margin driven way to:

- Increase brand visibility with a unique product.
- Loyalty Building: Foster customer loyalty through exclusive offerings.



Retailers and Supermarkets

Having a unique brand that is exclusive to your store can set you apart from other retailers. A Private Label wine can help you:

- **Build customer loyalty:** Shoppers may return to your store specifically for your one of a kind wine offerings.
- **Flexibility in pricing strategy:** The store has the flexibility to set its own pricing strategy, allowing for competitive pricing or positioning the private label as a premium product, depending on the target market.
- **Offering a private label wine demonstrates a commitment to providing unique and high-quality products, enhancing the overall image and reputation of the store.**

Events and Celebrations

From holiday gifts to large corporate gatherings, creating a Private Label can be the perfect way to create a lasting impression. Working with Pallet wine gives you

- **Flexibility with order size:** Our orders start at just a single case.
- **Tailor your wine to your group's preference:** We source 40 varietals grown in the Rogue Valley.

At Pallet Wine CO.

We have the unique opportunity to enable individuals, businesses, and organizations and to create their own custom, personalized wine labels.

We source over 40 different varietals grown within the Southern Oregon area. Southern Oregon has been recognized as an ideal climate for growing and making award winning wines.

Our orders start at just a single case

and are scalable up to hundreds, even thousands of cases, based on your needs. We help each step of the way as you select your wines, packaging and labels, and pricing also includes professional printing.



**Working
with
Pallet**

Frequently Asked Questions

- **What wines are available?**

We are constantly adding new wines to our offerings. For a current inventory get in touch with us.

- **What is the minimum order?**

We can fulfill orders starting at one case (12 bottles)

- **How does it work?**

When you order with us you select one of or hundreds of finished wines, send us label artwork, and we take care of the rest.

- **What states can you ship to?**

Currently we can ship to AZ, CA, CO, FL, ID, IL, IN, LA, MI, MN, NC, NM, NY, OH, OR, PA, TX, and WA

- **What licenses do I need?**

Licenses vary state by state.

- **Do I get to choose packaging?**

If the wine has been bottled with a cork finish you will get to choose a capsule option to match with your label.

- **Do you help me with label design?**

We can design and print in house a 3 inch by 4 inch colored labels. More sophisticated designs will require an outside vendor. We work with several local vendors and can make recommendations.

- **What is the turn-around time?**

On average our turnaround time is two weeks from label approval.

- **Can I print my own labels?**

Yes! Once they're approved federally we can give you printing specifications and you can print them yourself.



PALLET
WINE COMPANY

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Scan to get started

