



## 2023 CONTENT CHECKLIST

All material emailed to: [content@wine.com](mailto:content@wine.com)

### For Each Brand:

- Brand name
- 2-3 paragraphs written in 3<sup>rd</sup> person describing the brand
- Multiple license-free, royalty-free high-res photos representing your brand, team, or unique location
  - **All photos must be submitted with a suggested title and caption.** Titles can be up to 40 characters and captions up to 256 characters
  - Minimum size requirements: 500px width by 500px height.
  - No generic or composite photos. Beauty/lifestyle images accepted for Spirits **only**
- One banner photo for your brand page. The photo may not include text or logos
  - Minimum size requirements: 2880px width by 420px height
- A 1-3-minute brand video
  - 500MB size limit. Must be MOV or MP4 format (no YouTube or Vimeo links). No links to outside websites
- Your brand's geocode: Latitude & longitude, **in decimal form**, of the winery/distillery or tasting room
- DropBox preferred for file sharing. Avoid WeTransfer or applications that require a log-in

### For Each Product:

- Product name as described on the label
- Alcohol content (ABV%) as it appears on the label
- Type (**For Wine:** Red, White, Rose, Bubbly, or Dessert. **For Spirits:** Whisk(e)y, Gin, Vodka, Tequila, Mezcal, Brandy & Cognac, Rum, Cordials & Liqueurs or Other Spirits)
- Wine:** Specify Varietal (if a blend, note composition in percentages)
- Spirits:** Specify sub-type (ex. London Dry, Anejo, Blended Scotch, Single Malt, Rye Whiskey, Aged Rum)
- Vintage, if applicable
- Country of origin & region/appellation as specified on the label
- SRP: Suggested retail price in US\$ as cited on your website or to the press
- Label Image: Min. 500px width by 500px height
- Bottle Image: Must be on a white background or no background. Min. 300px width by 1000px height
- Back Label Image: Min. 490px width by 654px height
- Spirits Only:** Beauty/lifestyle bottle shot (300dpi and at minimum 1000px in height)
- 1-3-minute video about the specific product. Non-vintage specific videos are preferred
  - 500MB size limit. Must be MOV or MP4 format (no YouTube or Vimeo links)
- Volume (in milliliters)
- Tasting Note: Submit a vintage-specific taste profile & serving suggestion. Do not cite professional reviews
- UPC code (also note when your bottles do not contain a UPC)
- Closure (note screw cap, natural cork or other)
- Kosher Certification? (We cite to OU and OK Kosher certifications. Please indicate which applies)
- Green Certifications? (Cite any government organization or third-party oversight/organization)
- Case production (in 9-liter case equivalent)
- Vintage-specific ratings from Wine Spectator, Whiskey Advocate, Wine & Spirits, Robert Parker's The Wine Advocate, Wine Enthusiast, Allen Meadows' Burghound.com, The Tasting Panel, Decanter, JamesSuckling.com, Jeb Dunnuck, Vinous, Jasper Morris, The Somm Journal, Australian Wine Companion
- Spirits only:** Double Gold-Medal awards accepted from the San Francisco World Spirits Competition, International Spirits Challenge, or International Wine & Spirits Competition