



E-Commerce Policies and Procedures for Vendors

FINE WINE & GOOD SPIRITS

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Introduction

This document will provide guidance on the Fine Wine & Good Spirits Product Naming Convention, bottle shot guidelines, product tasting notes and expert reviews. The information you provide is critical to correctly representing your product throughout the PLCB to both licensees and consumers. When entering your product details in the Supplier Portal, please use the guidelines and requirements as outlined in this document. The information you enter will be seen on **FWGS.com** and in the Licensee Online Order Portal (LOOP) as well as in all Fine Wine & Good Spirits marketing.

Product Naming Requirements

Important Notes for Entering Product Names

- System can only handle one apostrophe per full product name.
- Do **NOT** use diacritic (ñ, é, í, ü) symbols on letters, periods or other special characters in the name (including . , ; / " () % \$ # - +) aside from the one apostrophe noted above.
- Always write out the product's full name, no abbreviations. *Examples: Cabernet Sauvignon, White Wine, Rum, Scotch, etc.*
- Omit size with the exception of multipacks. For multipacks, write as quantity x size mL or L (space between quantity and measurement). *Examples: 12x50 mL, 2x750 mL, etc.*
- Omit proof.
- "Liqueur" and "Cordial" are interchangeable; use what's on the product label/package.
- Omit "Liqueur" if "Cream," "Schnapps," "Limoncello" or "Triple Sec" are on label/package.
- Omit "Small Batch" or "Limited Release" unless it's a One-Time Buy product.

Fine Wine & Good Spirits (FW&GS) Product Naming Convention Tool and Examples

The [tool on the following page](#) is to assist you in developing the product name that must be entered in the "Item Description" field in the Supplier Portal. When entering the name in the Supplier Portal, follow the naming convention for spirits, wines and accessories ensuring that the attributes are listed in the correct order, and product details on the label/package are called out as outlined on the following page.

Spirits Naming Convention Tool

When entering product name, you must follow this order. (May not include all categories.) For details on each attribute, [click here](#).



Spirits Examples:

The Macallan Highland Single Malt Scotch Double Cask 12 Year Old
Henry McKenna Single Barrel Straight Bourbon Bottled in Bond 10 Year Old
Prairie Organic Vodka
New Amsterdam Pink Whitney Pink Lemonade Vodka
Stateside Surfside Cocktail 8x355 mL Cans Variety Pack
Crystal Head Vodka Signed by Dan Aykroyd

Wine Naming Convention Tool

When entering product name, you must follow this order. (May not include all categories.) For details on each attribute, [click here](#).



Wine Examples:

Gosset Champagne Excellence Brut Nonvintage
Wente Vineyards Chardonnay Riva Ranch Arroyo Seco
Chateau Mont Redon Chateauneuf du Pape Rouge
Ruffino Premium Tuscan Red Wines 3x750 mL Library Set

Accessories Naming Convention Tool

When entering product name, you must follow this order. (May not include all categories.) For details on each attribute, [click here](#).



Accessories Examples:

Rabbit Wine Bottle Stoppers Assorted Colors 2 Pack
Bella Vita Bottle Stopper Snowman
Reusable 6 Bottle Tote Green
Shot Glass USA


Spirits General Style

Each naming attribute is laid out with general styles to follow as outlined here.

Complete Brand Name

Producer	Brand
<ul style="list-style-type: none"> • Required field if different from the brand. • Use if on product label/package in addition to the brand name. Omit if not on the label/package. <p>Example:</p> <ul style="list-style-type: none"> - Ardbeg Ardcore Islay Single Malt Scotch 	<ul style="list-style-type: none"> • Required field. • Use from the product label/package. <p>Examples:</p> <ul style="list-style-type: none"> - Ardbeg Ardcore Islay Single Malt Scotch - Tito's Handmade Vodka

Item Description

Certification	Flavor	Appellation	Item Type
<ul style="list-style-type: none"> • Required field ONLY if third-party certification on front or back label/package.  <ul style="list-style-type: none"> • Omit if it states "Made with Organic XXX." <p>Examples:</p> <ul style="list-style-type: none"> - Prairie Organic Vodka - Wgle Organic Bourbon 	<ul style="list-style-type: none"> • Required field ONLY if product has a flavor. • Use special flavors (such as "peach") from the product label/package. • Use the word "Flavored" when it's a fruit-flavored brandy (different from a fruit brandy). <p>Examples:</p> <ul style="list-style-type: none"> - E and J Peach Brandy - Jacquin's Blackberry Flavored Brandy - Cruzan Peach Rum 	<ul style="list-style-type: none"> • Required field ONLY for scotch, whiskey/whisky from Tennessee, Ireland or Canada & rums from Martinique. • Use from the product label/package. <p>Examples:</p> <ul style="list-style-type: none"> - The Glengarry Highland Blended Scotch - Jack Daniel's Bonded Tennessee Whiskey - Jameson Irish Whiskey - Crown Royal Canadian Whisky - Neisson Martinique L'Esprit Blanc Rum 	<ul style="list-style-type: none"> • Required field. • Use from product label/package. <p>Examples:</p> <ul style="list-style-type: none"> - Stoll and Wolfe Distillery Single Barrel Rye Whiskey - Jose Cuervo Tradicional Tequila Plata - Tanqueray London Dry Gin - Parrot Bay Coconut Rum - Absolut Vodka - Caravella Limoncello - 99 Bananas Liqueur - Barton Peach Schnapps - Romano Sambuca - Kahlua Rum and Coffee Liqueur - Bailey's Irish Cream

Quality	Age/Year	Size	Feature
<ul style="list-style-type: none"> • Required ONLY if present on label/package. • Use standard terms from the label/package (i.e., Barrel/Cask Strength, specific Yeast Strain, Cocktail, Hard Seltzer, Soda, etc.) <p>Examples:</p> <ul style="list-style-type: none"> - Four Roses Single Barrel Straight Bourbon Barrel Strength OESV FW&GS Exclusive 34th Edition - Malibu Rum Punch Cocktail - White Claw Spirits Peach Vodka Soda 4x355 mL Cans 	<ul style="list-style-type: none"> • Required ONLY if present on label/package. • Use the product label/package. <p>Examples:</p> <ul style="list-style-type: none"> - Henry McKenna Single Barrel Straight Bourbon Bottled in Bond 10 Year Old - Hennessy Cognac VSOP - Don Julio Tequila Anejo 	<ul style="list-style-type: none"> • Required ONLY for multipacks. • Use the product quantity by size that is present on the label/package. <p>Examples:</p> <ul style="list-style-type: none"> - White Claw Spirits Peach Vodka Soda 4x355 mL Cans - Q Tonic Water 4x198 mL 	<ul style="list-style-type: none"> • Required ONLY if present on the label/package. • Use the following standard terms: Signed by (XXX), Multipack, Variety Pack, Library Set, Gift Set, FWGS Exclusive. <p>Examples:</p> <ul style="list-style-type: none"> - Twisted Shotz Party Pack 15x25 mL Variety Pack - Jim Beam Straight Bourbon with Phillies Glass Gift Set - Villa One Tequila Silver 80 Proof Signed by Nick Jonas - Maker's Mark Private Select Straight Bourbon FWGS Exclusive Barrels

Helpful Hints for Spirits Category

Brandy

- Keep "Flavored" when it's a fruit-flavored brandy as that's different from a fruit-derived brandy.
- Age designations are VS, VSOP, XO. (No periods, even if on label/package.)

Cognac

- Age designations are VS, VSOP, XO. (No periods, even if on label/package.)

Cordials/Liqueurs/Creams

- Liqueur and cordial are interchangeable terms; use what's on label/package.
- Omit "Liqueur" if "Cream," "Schnapps," "Limoncello" or "Triple Sec" are on the label/package.

Gin

- Keep "London Dry" or "Old Tom."
- Omit country, state or city names and "Dry," except "London Dry" as part of London Dry (which is a specific style of gin).

Rum

- Age designations are XO, Anejo, Vieux, etc.
- Keep “Martinique” – due to production regulations.
- Omit all other locations.

Mezcal

- Age listed after “Mezcal”: Espadin, Joven, etc.

Tequila

- Must be made in one of five states in Mexico.
- Age listed after “Tequila”: Silver/Blanco/Plata, Reposado/Gold, Anejo, Extra Anejo.
- Omit “100% de agave,” “100% agave” or any other similar descriptor.

Vodka

- Omit vodka base: potato, grain, etc.

Whiskey

American Whiskey

- Keep “Tennessee” — due to production regulations — and also “Straight.”
- Omit all other state names, including “Pennsylvania.”

Bourbon

- Can't be flavored (*If there's a flavor it's a whiskey*).
- Keep “Straight.”
- Omit all state names, including “Pennsylvania,” the word “whiskey” (*when it comes after “bourbon” as all bourbons are whiskeys*) and batch size (*unless it's a One-Time Buy*).

Canadian Whisky

- Must be made in Canada.
- Keep “Canadian.”

Irish Whiskey

- Must be made in Ireland.
- Keep “Irish,” “Blended,” “Single Malt,” “Single Pot Still” or “Single Grain.”
- Omit “Triple Distilled.”

Rye Whiskey

- Keep “Tennessee” — due to production regulations — “Straight” and the word “Whiskey” when it comes after “Rye.”
- Omit all other state names, including “Pennsylvania.”

Scotch

- Must be made in Scotland.
- Keep place of origin (*such as Highland, Speyside, Islay, etc.*), Blended, Single Malt or Blended Malt.
- Omit the word “whisky” when it comes after “scotch” (*as all scotch is whisky/whiskey*).

Ready-to-Drink

- Use standard terms from the label/package (*e.g., “Cocktail,” “Hard Seltzer” or “Spritzer” instead of “Ready-to-Drink” or “RTD” or “Prepared Cocktail”*).
- “Soda” isn’t a replacement for the terms listed above .
- “Soda” can be used when it’s part of the name called out on the label/package.
- Keep spirit item type in name when on the label/package (*e.g., “Vodka Soda,” “Tequila Hard Seltzer,” “Rum Punch Cocktail,” etc.*)

“Feature” Section

- “Signed by” is a product that has been signed by a person.
- “Gift Set” is a product with additional item(s) like glasses, shakers, etc.
- “Multipack” vs. “Variety Pack”: Multipack is more than one of the same products packaged together. Variety Pack is different products from a single producer packaged together.
- “Library Set” is a selection of higher-end spirits from a single distillery that showcases multiple years packaged together.
- “Exclusives” are bottles just for Fine Wine & Good Spirits (*product name should include “FWGS Exclusive”*).
- Omit barrel numbers.

Wine General Style

Each naming attribute is laid out with general style to follow as outlined here.

Complete Brand Name

Producer	Brand
<ul style="list-style-type: none"> • Required field if different from the brand. • Use if on product label/package in addition to the brand name. Omit if not on the label/package. <p>Example:</p> <ul style="list-style-type: none"> - Concha y Toro Frontera Cabernet Sauvignon 	<ul style="list-style-type: none"> • Required field. • Use from the product label/package. <p>Examples:</p> <ul style="list-style-type: none"> - Josh Cellars Cabernet Sauvignon - Concha y Toro Frontera Cabernet Sauvignon

Item Description

Certification	Flavor	Varietal
<ul style="list-style-type: none"> • Required field ONLY if third-party certification on front or back label/package.  <ul style="list-style-type: none"> • Omit if it states "Made with Organic Grapes." <p>Examples:</p> <ul style="list-style-type: none"> - Frey Organic Cabernet Sauvignon Mendocino County - Our Daily Organic Red Blend 	<ul style="list-style-type: none"> • Required field ONLY if product has a flavor. • Use from the product label/package. <p>Examples:</p> <ul style="list-style-type: none"> - Herzog Late Harvest Orange Muscat - Barefoot Fruitscato Strawberry Moscato - Mogen David Blackberry 	<ul style="list-style-type: none"> • Required field. • Use from the product label/package. <p>Examples:</p> <ul style="list-style-type: none"> - Josh Cellars Cabernet Sauvignon - Mark West Pinot Noir - Bootstrap Red Blend - Yellow Tail Shiraz - Cavit Pinot Grigio - Dark Horse Butter Chardonnay - La Marca Prosecco

Vineyard Name		Appellation	
<ul style="list-style-type: none"> • Required field ONLY if information is on the label/package and if different from brand. • Use from the product label/package. <p>Examples:</p> <ul style="list-style-type: none"> - Beaux Freres Pinot Noir The Beaux Freres Vineyard Ribbon Ridge Willamette Valley 2019 - Salvestrin Cabernet Sauvignon Dr Crane Vineyard St Helena Napa Valley 2020 		<ul style="list-style-type: none"> • Required field ONLY if information is on the label/package. • Use from the product label/package. • Don't include countries or states. <p>Examples:</p> <ul style="list-style-type: none"> - Infinito Winemaker's Selection Malbec Mendoza 2018 - Villa de Moreschi Pinot Grigio delle Venezie 2012 - Au Contraire Pinot Noir Lawler Vineyard Carneros Sonoma County 2015 	
Quality	Vintage	Size	Feature
<ul style="list-style-type: none"> • Required ONLY if present on label/package or if no varietal is on label/package. • Don't add geographical zones (DOC, DOCG, IGP, etc). • Use standard terms from the label/package, i.e., Cocktail, Spritzer, Reserve, Alcohol Removed, Red, White. Use country's language for red/white. <p>Examples:</p> <ul style="list-style-type: none"> - Rancho La Gloria Watermelon Margarita Wine Cocktail - Barefoot Rose Spritzer 4x250 mL Cans - Owen's Craft Mixers Transfusion Mix Grape Juice and Ginger Ale Nonalcohol 4x250 mL Cans - Mouton Cadet Bordeaux Rouge 	<ul style="list-style-type: none"> • Required field for One-Time Buys & Special Orders. • Use the product label/package for specific year and Nonvintage & Multivintage for sparkling wines. <p>Examples:</p> <ul style="list-style-type: none"> - Infinito Winemaker's Selection Malbec Mendoza 2018 - Villa de Moreschi Pinot Grigio delle Venezie 2012 - Louis Roederer Collection 242 Champagne Multivintage - ICastelli Prosecco Rose Nonvintage 	<ul style="list-style-type: none"> • Required ONLY for multipacks. • Use the product quantity by size that is present on the label/package. <p>Examples:</p> <ul style="list-style-type: none"> - Barefoot Rose Spritzer 4x250 mL Cans - Owen's Craft Mixers Transfusion Mix Grape Juice and Ginger Ale Nonalcohol 4x250 mL Cans - Santa Margherita 2x750 mL Variety Pack 	<ul style="list-style-type: none"> • Required ONLY if present on the label/package. • Use the following standard terms: Signed by (XXX), Multipack, Variety Pack, Library Set, Gift Set, FWGS Exclusive. <p>Examples:</p> <ul style="list-style-type: none"> - Barefoot Sun Perfect Favorites Hard Seltzer 12x250 mL Cans Variety Pack - Borges Mini Port Variety 4 Pack - Cooper and Thief Bourbon Barrel Red Blend with Two Rocks Glasses Gift Set - Hampton Water Languedoc Rose 2021 12x750 mL Multipack with 1 Bottle Signed by Jon Bon Jovi

Helpful Hints for Wine Category

All Wine Products

- “Premier Cru” is always written as “1er Cru.”
- “Icewine” is written as one word.
- If no varietal is identified on label/package, add “red” or “white” as a quality, in the country’s language (*e.g., rouge, blanc, vinho tinto, etc.*).
- Keep articles (*the, a/an*) when:
 - Seen on label/package if also mentioned on producer/vendor website.
 - “Cocktail,” “Seltzer,” “Sparkling,” etc. are used in conjunction with “Wine” in the name when displayed on the label/package (*e.g., “Wine Seltzer,” “Wine Cocktail”*).
- Omit “Estate Bottled” or “Estate Grown” and geographical zones such as DOC, DOCG, IGP, etc.
- **Appellations:**
 - Use most targeted region. Don’t include state or country names.
 - When two appellations are on label/package, follow these guidelines: If set off by a comma, use first given appellation (*e.g., “Carneros, Napa Valley” would be “Carneros”*).
 - If connected by a dash, use both appellations with a space between them (*e.g., “Carneros-Napa Valley” would be “Carneros Napa Valley”*).
 - If only a space between appellations, use whichever is most targeted (*e.g., “Paso Robles Adelaida District” would be “Adelaida District”*).
- **Sparkling Wine Vintage Statements**
 - Use specific year, Nonvintage or Multivintage.

“Feature” Section

- “Signed by” is a product that has been signed by a person.
- “Gift Set” is a product with additional item(s) like glasses, ice jacket, etc.
- “Multipack” vs. “Variety Pack”: Multipack is more than one of the same products packaged together. Variety Pack is different products from a single producer packaged together.
- “Library Set” is a set of wines from a single producer that showcases multiple vintages/years packaged together.
- “Exclusives” are bottles just for Fine Wine & Good Spirits. Product name should include “FWGS Exclusive.”

Accessories General Style

Each naming attribute is laid out with general styles to follow as outlined here.

Complete Brand Name

Producer	Brand
<ul style="list-style-type: none"> • Required field if different from the brand. • Use if on product label/package in addition to the brand name. Omit if not on the label/package. <p>Examples:</p> <ul style="list-style-type: none"> - Rabbit Zippity 2 Step Corkscrew Assorted Colors - KarryKlean Faux Jute Wine Bags Black 	<ul style="list-style-type: none"> • Required field. • Use from the product label/package. <p>Examples:</p> <ul style="list-style-type: none"> - Rabbit Zippity 2 Step Corkscrew Assorted Colors - Luxardo Maraschino Cherries

Item Type	Description	Size	Feature
<ul style="list-style-type: none"> • Required field. • Use from the product label/package or, when label/package is not available, state what the item is. <p>Examples:</p> <ul style="list-style-type: none"> - Mezzetta Jalapeno Stuffed Olives - Gift Bag Multiple Sayings 	<ul style="list-style-type: none"> • Required field. • Use the product label/package or describe what the item is. Don't write each item in a multipack. Use generic wording like "assorted." <p>Examples:</p> <ul style="list-style-type: none"> - 2 oz Party Cups Red White and Blue 24 Pack - Shot Glass USA 	<ul style="list-style-type: none"> • Required ONLY for multipacks. • Use the product quantity. <p>Examples:</p> <ul style="list-style-type: none"> - Gift Bags 2 Assorted Patterns - Libbey Craft Spirits Whiskey Glasses 4 Pack - 2 oz Party Cups Red White and Blue 24 Pack 	<ul style="list-style-type: none"> • Required ONLY if present on the label/package. • Use the following standard terms: Gift Set, Multipack, Variety Pack, Assorted, etc. <p>Examples:</p> <ul style="list-style-type: none"> - Gift Bags 2 Assorted Patterns - KarryKlean Velvet Wine Bag Assorted Colors

Helpful Hints for Accessories Category

All Accessories

- Provide an overall description when multiple items are packaged together.
- Omit calling out each item that is in the package.

“Feature” Section

- “Gift Set” is a product with additional item(s) like glasses, ice jacket, etc.
- “Multipack” vs. “Variety Pack”: Multipack is more than one of the same product packaged together. Variety Pack is different products from a single producer packaged together.

Product Image/Bottle Shot Requirements

Product image(s)/bottle shot(s) must be provided when submitting a product for sale through Fine Wine & Good Spirits. Adhere to the below requirements and instructions. It's the vendor's responsibility to provide these items and upload new product packaging images, when available, to the Supplier Portal.

Image Requirements

Provide front and back bottle shot(s). You may also provide package and side shots of the product.

- Must be high resolution, 10 inches wide by 10 inches high, minimum 300 PPI.
- Remove background and fill with solid 100% white background.
- File format must be JPG, PNG or TIF.

File name(s) must be unique in the system. **When you upload an item image, you must adhere to the following file naming convention, including the underscores to separate each element.**

Element	Description	Example
Supplier ID	Supplier number associated with the supplier from the Oracle Supplier Portal	03007
Product ID	Number the supplier uses to identify that unique product	100001
Image Location	F for front or B for back and a number to identify the order of the front, package shot, side or back image	F1 F2 F3 B1

Filename Examples:

03007_100001_F1.jpg for Front Image
03007_100001_F2.jpg for Package Image
03007_100001_F3.jpg for Side Image
03007_100001_B1.jpg for Back Image

Product Packaging Changes

- When there's a change to a product bottle, label or bottle shape, please upload a new asset to the Supplier Portal as soon as it's available.
- Follow image requirements as instructed above.

Tasting Notes/Product Details and Expert Review Requirements

When submitting a product for sale through Fine Wine & Good Spirits you must provide tasting notes/product details and, if available, expert reviews. Use these guidelines when providing tasting notes/product details and expert reviews for placement on **FWGS.com** or in marketing materials.

General Writing Style

- Exclusive bottles just for Fine Wine & Good Spirits should include this information in the tasting notes/product details, noted as: "Hand-selected and bottled exclusively for Fine Wine & Good Spirits."
- Tasting notes/product details should cite the type of producer notes at the end of the information with an em dash and type of notes (*e.g.*, — *Distiller's notes*, — *Winemaker's notes*, — *Producer's notes*, — *Manufacturer's notes*).
- Tasting notes, product details and expert reviews must be for the exact inventory currently available in stores and online. In general, product details need to be universal. Caution should be used when adding information, like proof and ABV, that's subject to change. For instance, a distiller that produces whiskey in yearly batches but has multiple batches available at any given time shouldn't post tasting notes for one specific batch. Also, a vintage wine should only receive expert reviews for the vintage that is available. Do NOT apply a review written for a specific vintage to another year's vintage.
- Award listings that a product has won should be notes by type of award, year and presenting organization with an em dash after the award type (*e.g.*, *Silver Medal — 2019 World Spirits Competition*).
- Expert reviews should be cited at the end of the review with an em dash and point value, italicized name followed by a comma and full date as shown on review site.

Example: — 87 Points Wine Spectator, December 31, 2017

- Two or more reviews posted should be formatted with a line space between each cited source.

Examples:

Bright red-berry and stony-mineral character to this with a tinge of vanilla accompanying the fruit from start to finish. Medium-to full-bodied with still quite tight tannins and the same blend of vivid, creamy red berry through the finish. Nicely proportioned. Drink or hold.

— **93 Points** *James Suckling*, August 9, 2022

The 2018 Clemente VII Chianti Classico Riserva opens to inviting aromas of dark cherries, red currants, tobacco, wild herbs, spices and lovely oak nuances that all come together nicely in the glass. This possesses a gorgeous medium body with fine-grained tannins that glide into the long finish. This is a lovely expression and should drink beautifully over the course of the next decade.

— **93 Points** *International Wine Report*, August 2022

Opens to inviting aromas of dark cherries, red currants, tobacco, wild herbs, spices and lovely oak nuances that all come together nicely in the glass. This possesses a gorgeous medium body with fine-grained tannins that glide into the long finish.

— Winemaker's notes

- Use contractions.

- Don't end sentences with prepositions.
- Don't abbreviate days of the week or months of the year.
- The following symbols can be used:
 - Percent sign (%).
 - Degree sign (°) followed by a space, then "F" (*e.g., for wine temperatures: 62° F, 62°-68° F*).
- Diacritic marks (accents) such as ñ, é, í, ü should be used, as appropriate, in tasting notes/product details and expert reviews.

Examples:

Celebrated in exclusive cocktail bars, restaurants and nightclubs — the choice of connoisseurs around the globe.

Produced in small batches and aged for a minimum of two and a half years. Handcrafted in tribute to the year

Don Julio **González** began his tequila-making journey.

— Distiller's notes

Produced from unique clones of vines originally planted by Jacob Gundlach in 1858, there's nothing quite like this **gewürztraminer**. Aromatics jump from the glass in equal parts fruit and spice, with standout notes of lychee and white pepper. Fermented with zero residual sugar, this gewürztraminer is bone dry and offers racy flavors of white pepper and Australian lime (think higher acid, more herbal than your traditional lime). While it may be hard to say, this wine is easy to love, especially paired with fresh and spicy dishes like tuna poke or linguini and clams with red chili flakes.

— Winemaker's notes

- Hyphen — no spaces before or after; it's the shortest dash. Connects compound words: *mass-produced; light- to medium-bodied*. Connects grouped numbers: 17-19.

Contacts for Regular Stock and One-Time Buy Product Naming and Details

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Contact for Product Images, Tasting Notes and Reviews

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