

A+ WINE DESIGNS
Case studies





A+WINE DESIGNS

In CASE you needed another reason to love us, we put together a booklet full of some of our favorite case studies from the last decade. These stories tell of our award-winning customer service, etching quality, collaboration and product design. Enjoy and Cheers!



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UPIC: wine0001 | SAGE: 62420

SAAC: 10015

Clink Clink

Celebrations and in-person networking is a challenge during COVID-19 lockdown. That didn't stop US Specialty from turning their annual internal networking meeting into a virtual celebration with some bubbles.

The distributor reached out to us about eight weeks in advance for a small event that the company was planning for... only 2300 participants. They wanted to celebrate the kick-off of their virtual event with a champagne toast. Not to leave anyone out they requested built-in options: Two glasses and bottles, one regular bubbly and one non-alcoholic option. The set

of two small (187ml) bottles and two stemless champagne flutes was all packaged in a custom-designed wooden wine crate with four slots to hold each of the bottles and flutes. All items—the box, bottles and glasses were custom-branded with the US Specialty logo.

The challenge with this project was sourcing everything in the numbers needed in the time frame required. The key was to be persistent with our vendors and creative in working around roadblocks. Our glass supplier couldn't source flutes fast enough, so we arranged a pickup which shaved several days off the delivery time. Our sparkling grape

juice supplier wasn't going to bottle, so we tripled our normal order to secure a bottling date. Begging and pleading also made an impact. In the end, the order even increased and we ultimately drop shipped nearly 2400 units. Of these, 1700 shipped the same day! This was a huge undertaking on a compressed time schedule, but we met the challenge and the event was a success.



BROOKLYN NETS SUPPORT THE DIE-HARDS

And 1

Promoting a sports team during a pandemic is certainly a challenge. The Brooklyn Nets, like many teams, sought a way to reach out to their most loyal fans during the COVID-19 shutdown.

They opted to send a bottle of Frank Family Napa Valley Cabernet Sauvignon—a really nice bottle—to their most loyal fans. The art was simple and elegant. To further the branding, we replaced the back label on each bottle with a custom Brooklyn Nets label. This complemented the Brooklyn “B” logo on the front. Each bottle was drop shipped to suite holders and season ticket holders along with

a card from the team thanking them for their continued support. A custom bottle of wine is a slam dunk in any sport.





Personalized Treatment

Make an impression with employee award bottles. Investment firm Raymond James sends milestone employment gifts to their network of advisors and associates across the US. Unhappy with the underperformance of their existing vendor, their distributor turned to A+ Wine Designs to save the day. We offered a variety of selections within the customer's budget and sent prototypes until the masterpiece was achieved.

A beautifully-crafted gift can easily go sour with poor communication. To ensure smooth and efficient service, we developed a monthly program where the customer

provides the etching content and shipping addresses. The employees' names, their years of service, and the Raymond James logo were arranged in a special template, and the layout was approved through a three-step approval process to ensure accuracy.

The completed bottles were then adorned with a personalized message tag from the company president and placed in a rustic wooden crate for an elegant presentation. Our logistics department matched each bottle with its message tag and shipping label, managing direct-to-client shipping with ease. To this date,

our streamlined system has proven successful over many years.

Stand out from the rest with our unique recognitions gifts that are sure to make an impression!



Especially selected and bottled
for
*Scott
Schuster*
In appreciation for your

20
Years of
Service
RAYMOND JAMES
FINANCIAL SERVICES, INC.

RAYMOND JAMES

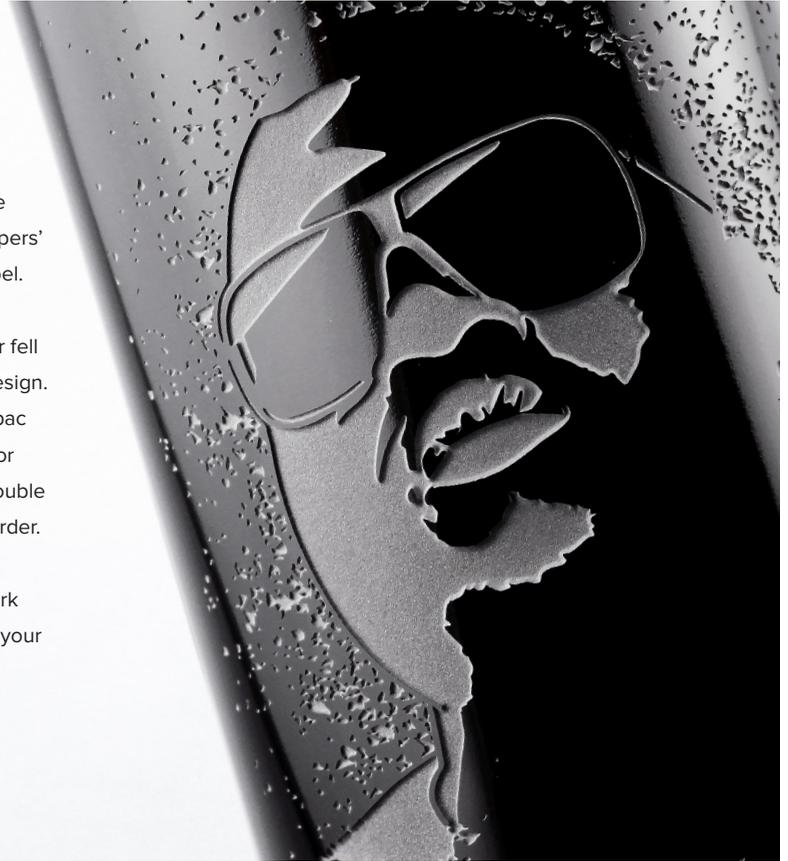
USA NETWORK SENDS A PRIME-TIME GIFT

Gimme the Juice

Making a splash while setting the right tone can be a difficult balancing act in the promotional products industry. USA Network wanted to create a unique keepsake to launch their new television series *Unsolved*, a true crime anthology based on the murders of rap music's most controversial performers, Tupac and The Notorious B.I.G. The approaching 20th anniversary of their deaths renewed interest in their stories, and other networks were developing series and reports surrounding it. Our challenge was to create an appropriate design to put the spotlight on USA Network's version.

The distributor came to A+ Wine Designs with a vision of the rappers' silhouettes on a graffiti-style label. We presented both label and etching ideas, and the customer fell in love with our edgy, etched design. Haunting images venerated Tupac and B.I.G., impressive enough for USA Network to immediately double their budget and increase the order.

Our designers can create artwork compelling enough to increase your sales!





Champagne and a Movie

How does a company celebrate the once-in-a-business-lifetime event of going public?

That was the unique challenge of one major promotional company for the public offering of AMC Theatres. Not only was there the challenge of working within a tight regulatory window, but the timing was also right smack in the middle of the holiday rush.

The gift requirement was unique in several ways. All of the company's staff employees needed to receive the gift, as well as 333 theatre locations across the United States—1000 gifts total. All gifts

needed to be received on the same day during one of the busiest shipping weeks of the year. To top it off, the project also had to be done in about ten days from start to finish!!

The solution: Custom-etched wine bottles with a custom neck label and card.

We received the initial inquiry on December 5th and the quote was returned the same day. The next day we received the purchase order for 1000 custom-etched, hand-painted bottles.. On top of the normal crazy holiday rush, and another large rush order to be completed at the

same time, this order shipped on December 16th with simultaneous delivery across the country. Ring the bell, pop the corks, raise the curtain...when you have a nearly impossible task A+ Wine Designs is up for the challenge.



IMPORTED

Glidewell

50 YEARS
1970 - 2020

THANK YOU
From
SOCK101





What's Cooler Than Being Cool?

Sometimes there are circumstances beyond our control and we have to deal with it the best way we can.

The take away in this circumstance is that we stand behind our product. When things don't go right, we're proactive to find the best solution.

In this example a customer ordered three cases of custom etched wine bottles along with matching engraved wood boxes. The wine gift boxes were dropped shipped to individual recipients on the customer's holiday gift list. The customer was located in Colorado, as were the majority of the shipments.

Little did we know, but a polar vortex was on the horizon and hit just as we were shipping the bottles to Colorado. It got so cold that UPS left a truck unloaded overnight. The temperature plummeted to -32°F . The freezing point of wine is around 23°F . In over our 20 years of business we had not had more than a handful of bottles freeze. With most of the drop-ship packages all on the same truck, we had 30 wine-cicles in transit. Needless to say, when the bottles thawed it was not an ideal situation and wine had leaked all over the packages.

Fortunately, we used all the tools provided by UPS. We were alerted

that the packages were damaged and had all been discarded. We notified the client before they knew that anything was amiss, and immediately put a rush order into production to replace all the damaged bottles. The replacement bottles were rushed through production and shipping was expedited. The replacement bottles actually beat the original in-hands date!

The customer was pleased that we quickly addressed the issue and provided prompt replacements at no cost. A testament to our A+ customer service!



THE YANKEES SERVE THE CAPTAIN DURING CRUNCH TIME

Mystery Behind the Palate

After producing a series of custom-etched wine bottles for the NY Yankees, we were called upon to create special commemorative bottles to celebrate Derek Jeter's accomplishments in pinstripes at Yankee Stadium. Working through our distributor client, we delivered 150 magnum-sized (1.5L) bottles with a special logo and Jeter's etched signature. The elegant high-end gifts were given to players and special guests.

To pull off the order flawlessly, however, we had to work fast. The Wednesday before the event, we learned that Jeter preferred Pinot Noir but the commemorative bottles

were all Cabernet Sauvignon. We rushed to locate a large-format bottle of Pinot Noir, eventually choosing one from Willamette Valley in Oregon – prime Pinot country.

Knowing that this was going into the hands of Jeter himself, we added the iconic Yankee frieze to the front of the bottle and completed the job in 27 hours. The result was a beautifully designed and etched bottle that became a sudden curiosity, with Wine Spectator weighing in with an article titled *Mystique, Aura Shroud Derek Jeter's Pinot Noir*. The magazine contacted the winery and Major League Baseball in an attempt to

find out who created the bottle. Still, they struck out.

Though the magazine was unable to locate the source of the bottle, those in the industry knew the answer: A+ Wine Designs is every distributor's source for amazing etched wine bottles.





That's a Wrap!

We can provide fulfillment services in many unique and creative ways. The opportunity presented itself for us to complete a project for a movie production company that needed to promote upcoming film release *Mr. Peabody and Sherman*.

This gift set was to be sent to media professionals and movie critics a few months prior to the release date. The gift set was to include a custom-etched champagne bottle with the characters from the film and a countdown calendar to the release date. All items were to be packaged in a custom wood gift box.

Overall, this was a pretty straightforward order, with the exception being that the order was received the first week in December...our busiest week of the year. We were already handling fifteen times the volume we normally do, so doing anything out of the ordinary requires extra attention.

Despite how busy we were, the result was that we were able to get the bottles etched, boxes laser engraved and fulfillment completed on time for a successful countdown to the movie release!





Fans Only

When the San Francisco Giants won the World Series in 2012, they wanted a special way to commemorate and celebrate the championship with their best fans.

The Giants decided on a custom champagne bottle with the Giants logo and the 2012 World Champions logo. A bottle was sent to all of their suite holders and key personnel. Each bottle was packaged in a customized traditional wooden wine box with matching design. Inside each box was a custom insert with a message from the president of the team thanking the recipient for their support. The note also mentioned that the sparkling wine was the

same wine used by the team in their clubhouse to celebrate the historic win.

Despite there being a few different parts to the order, this was a relatively normal project for us. It included sourcing a specific wine type, custom packaging and a custom insert. These gifts were then drop shipped to each recipient. This project from start to finish took about a week to complete. We couldn't be more honored to be a part (no matter how small) of the Giants celebration!

Commemorating special events necessitates extraordinary gifts. Wine gifts for sports teams just make perfect sense!



WE ARE YOUR ONE-STOP-SHOP

Are You Kitting Me?

Want the whole package?

Feel free to add marketing collateral or card inserts to create a one-of-a-kind gift set.

“

*A+ Wine Designs
was a dream to
work with*

”

“

*A+ is a great
supplier to work
with, hands
down!*

”





FAQ

What types of wine do you offer?

We can etch or label any wine that is widely distributed. We offer a private label wine, and can usually source selections available at your local liquor store. For upgraded name-brand wines, please contact us for a custom quote.

Does the original wine label remain on the bottle?

Our standard procedure on our private label wine is to remove the front label and decorate in its place. On name-brand wines it is the back. Please include any special label removal instructions on your purchase order.

Can I supply the wine?

Generally speaking, yes. Please contact us for a custom quote and our policy on customer-provided wine.

Is there a minimum?

Our minimum quantity is 12. Below-minimum orders incur a fee of \$6.25/ bottle (V) until minimum is reached.

Can I get a virtual proof?

A virtual proof is provided at no charge, and signed approval is required before production on all orders. No additional changes are to be made after written approval. The customer accepts full responsibility of artwork after approval.

Do you offer samples?

We offer free, random etched or labeled samples on our private label wine. Spec samples are available on private label wine for \$31.25 (V).

What type of artwork do you need?

We require vector format files, which are those ending in .ai (Adobe Illustrator), .eps or .pdf. Any fonts must already be converted to outlines.

What is your production time?

Standard production time for orders of 100 bottles or fewer is 5-7 business days. Higher quantities typically take 7-10 business days. Please contact us with any deadline concerns.

Are you able to ship to multiple addresses?

Yes. We offer split-shipping and direct-to-client shipping.

Do you offer fulfillment services?

We offer a variety of fulfillment services. Each service is priced on a case-by-case scenario.

What states are you able to ship to?

Contact us for the current list of states we cannot ship to.

SPECS

Labeling and etching area

187ml

Wine - 2" x 2.5"
Champagne - 2.5" x 2"

750ml

Wine - 3" x 4"
Champagne - 4" x 3"

1.5L

Wine - 4" x 6"
Champagne - 6" x 4"

Wood boxes

Single Wine Box - 2.75" x 4"
Double Wine Box - 5" x 4"
Triple Wine Box - 6.5" x 5"



CA Prop 65

WARNING: Drinking distilled spirits, beer, coolers, wine and other alcoholic beverages may increase cancer risk, and, during pregnancy, can cause birth defects.

For more information go to www.P65Warnings.ca.gov/alcohol

WARNING: Drilling, sawing, sanding or machining wood products can expose you to wood dust, a substance known to the State of California to cause cancer. Avoid inhaling wood dust or use a dust mask or other safeguards for personal protection.

For more information go to www.P65Warnings.ca.gov/wood



KEYSIGHT
TECHNOLOGIES

CANVVS
WORLDWIDE

LAMELBACK
STRATEGY GROUP

TEALUM

A+ WINE DESIGNS

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