



Benefits of Private Label Wine

Create a unique Brand
Identity for your business

Increase margins

Create consumer loyalty

Carry a product that your
competitor does not have

Residual sales & reorders

Minimal (5 case) investment

Contact Information

WINE & PRICING:

David Bova

david@millwine.com

(845) 677-8383 ext. 34

Scott Koster

chefkoster@aol.com

(845) 242-8468

LABEL DESIGN:

Stacy Hudson

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(845) 677-8383 ext. 17

Millbrook Vineyards & Winery
26 Wing Road · Millbrook, NY 12545
WWW.MILLBROOKWINE.COM

MILLBROOK VINEYARDS & WINERY



Private Label Varietals and Pricing

HOW THEY ARE MADE: Millbrook Winery's private label program features wines crafted in Millbrook, New York from grapes harvested at our Central Coast, California ranch – Vista Verde Vineyard. Our commercial vineyard operation located on in San Benito County, counts Robert Mondavi, Joel Gott, Purple Wine Company, Thornhill, Georis, Hope Family, Estancia, Wild Horse Winery, EJ Gallo, Calera Wine Company, and Clos du Bois among its esteemed grape purchasing clientele. Shipped via refrigerated trucks, Millbrook sends a small quantity of our custom grown California wine grapes back to Millbrook Winery. Our winemaker, John Graziano, produces very approachable, food-friendly wines focusing on Chardonnay, Pinot Noir, Zinfandel, and Cabernet Sauvignon.

PRIVATE WINE LABELS

YOUR DESIGN HERE

Chardonnay
Central Coast, California

Wine: Chardonnay

Appellation: Central Coast, California Vista Verde Vineyard

Clones: #76, #95, #96 Burgundian Dijon clones

Barrel Regimen: 30% aged in neutral oak

Chardonnay
5 CASES: \$128^{.30}/case
10 CASES: \$120^{.30}/case

PRIVATE WINE LABELS

YOUR DESIGN HERE

Zinfandel
Central Coast, California

Wine: Zinfandel

Appellation: Central Coast, California Vista Verde Vineyard

Barrel Regimen: 100% barrel aged 11 months in 3-4 year old French oak

Zinfandel
5 CASES: \$128^{.30}/case
10 CASES: \$120^{.30}/case

PRIVATE WINE LABELS

YOUR DESIGN HERE

Pinot Noir
Central Coast, California

Wine: Pinot Noir

Appellation: Central Coast, California Vista Verde Vineyard

Clones: Pommard, David Bruce, #667 and #777 Burgundian Dijon clones

Barrel Regimen: 100% barrel aged 8 months in 3-4 year old French oak

Pinot Noir
5 CASES: \$128^{.30}/case
10 CASES: \$120^{.30}/case

PRIVATE WINE LABELS

YOUR DESIGN HERE

Cabernet Sauvignon
Central Coast, California

Wine: Cabernet Sauvignon

Appellation: Central Coast, California Vista Verde Vineyard

Barrel Regimen: 100% barrel aged 8 months in 3-4 year old French oak

Cabernet Sauvignon
5 CASES: \$128^{.30}/case
10 CASES: \$120^{.30}/case

Ordering Process for Private Label wines

- Find out if your account has any interest in a private label.
- If yes, send an email to Stacy Hudson shudson@millwine.com with your and their contact information.
- Stacy will reach out to your customer and work with them on design of their label. She can design the label for them if they need design assistance.
- After design is finalized, Millbrook applies for the Federal Label approval.
- Turnaround time from order (after label approval) – typically around 3-4 weeks from order.
- Labels are printed as needed with a five case minimum order per varietal.

For more information please contact Stacy at (845) 677-8383 ext. 17.

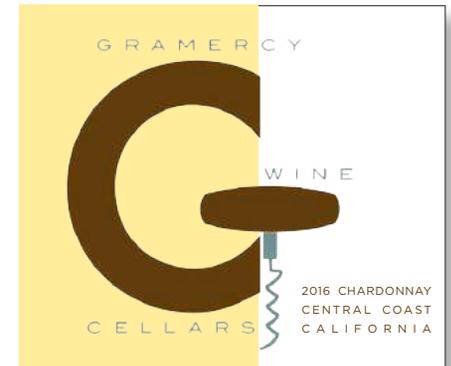
GALLERY OF WINE LABELS

from Millbrook Winery's Private Label Program

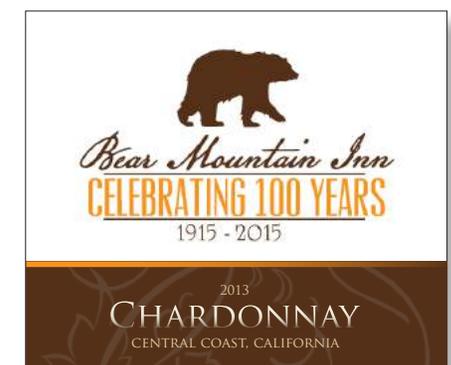
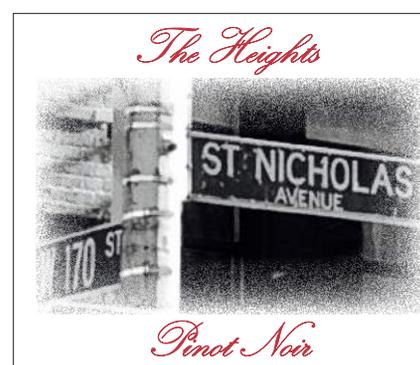
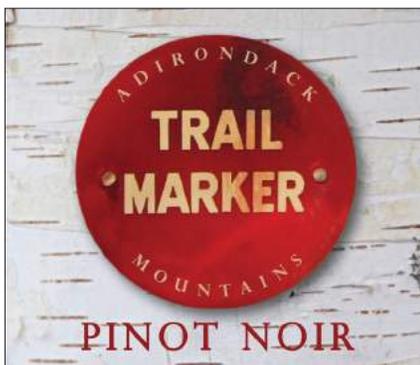
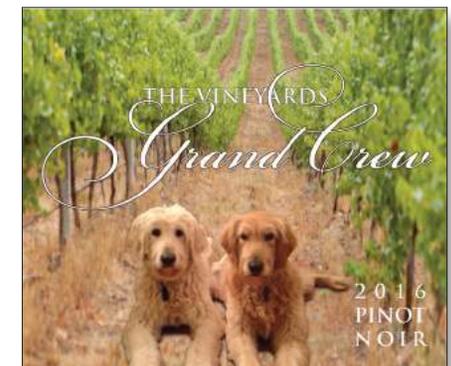
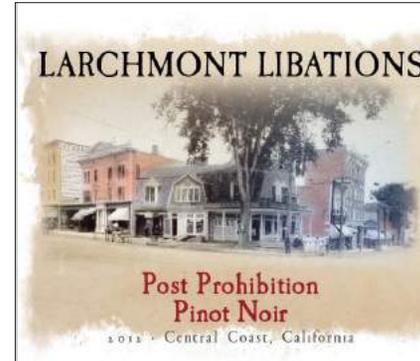
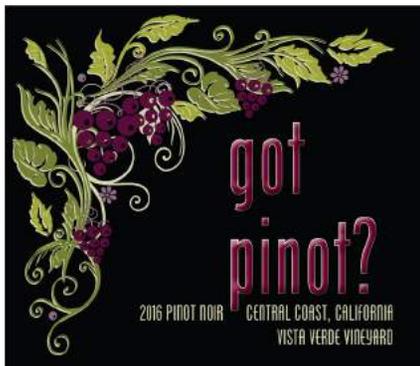
The customer has complete label design authority and flexibility.

Think outside the box!

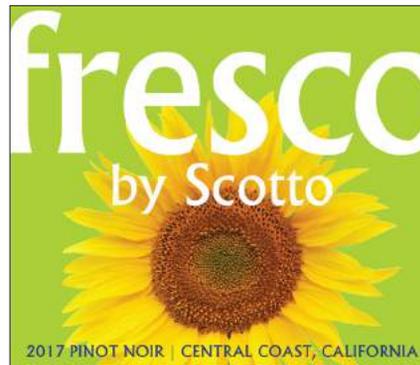
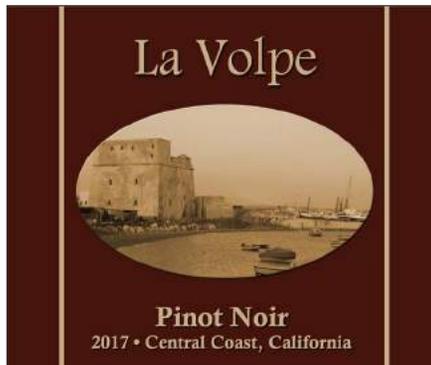
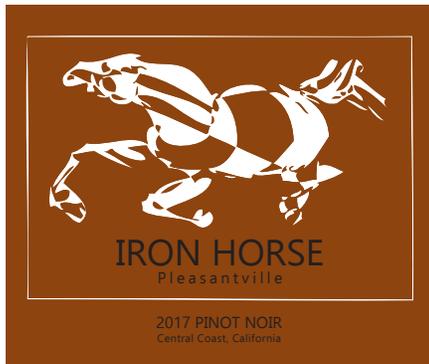
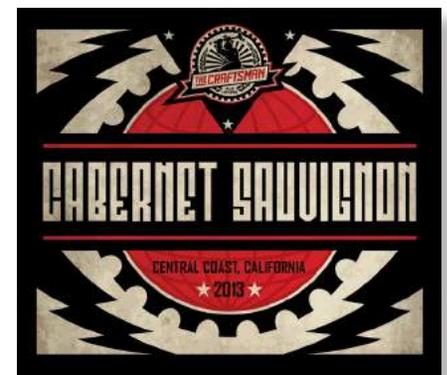
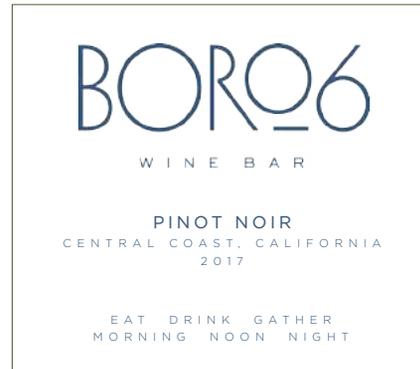
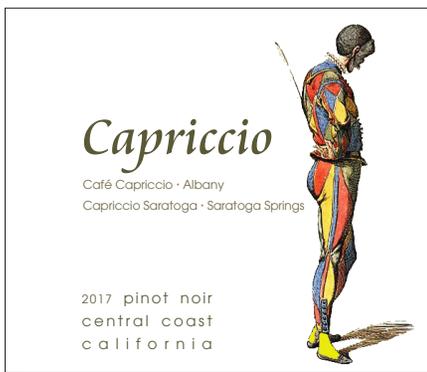
*Labels do not have to be the customer's logo- be creative.
Having specific ideas will help facilitate the design process.*



OFF PREMISE ACCOUNTS



ON PREMISE ACCOUNTS



Promote your brand, expand your portfolio and provide great values with your own label on our delicious wines!

Contact Stacy Hudson at shudson@millwine.com to get started.