# 2020 CONTENT CHECK LIST

All material emailed to: content@wine.com

**For Each Brand:**

- ❑ Brand name
- ❑ 2-3 paragraphs describing the Brand
- ❑ Multiple license-free, royalty-free high-res photos (with a title up to 40 characters and captions up to 256 characters) representing your brand, team, or unique location (min. size requirements: 500 px width by 500 px height). All photos must include a title and description - **no generic untitled photos. For Spirits Only: Beauty or lifestyle images are accepted.**
- ❑ One banner image for heading your brand's section
  (min. size requirements: 2880 px width by 420 px height) – no images with copy
- ❑ A short Brand video (500MB size limit, must be MOV or MP4 format, no YouTube or Vimeo links). The video should not link to outside websites
- ❑ Your Brand's geocode (latitude & longitude, in decimal form)

**For Each Product:**

- ❑ Product name as described on the label
- ❑ Type (**For Wine**: Red, White, Rose, Bubbly, Dessert) (**For Spirits**: Whisk(e)y, Gin, Vodka, Tequila, Mezcal, Brandy & Cognac, Rum, Cordials & Liqueurs or Other Spirits)
- ❑ **For Wine**: Varietal (if a blend, note composition in percentages)
- ❑ **For Spirits**: (London Dry, Anejo, Blended Scotch, Single Malt, Rye Whiskey, Aged Rum, etc. Please be as specific as possible)
- ❑ Vintage, if applicable.
- ❑ Country of origin & region/appellation (be as specific as the label references)
- ❑ Brand SRP (suggested retail price in US$ as cited on your website or to the press)
- ❑ Label image file (min. size requirements: 500 px width by 500 px height)
- ❑ Bottle Shot on either a white background or no background (min. size requirements: 300 px width by 1000 px height)
- ❑ Back label image file (min. size requirements: 490 px width by 654 px height)
- ❑ **For Spirits Only**: Beauty/lifestyle bottle shot (300 dpi and at minimum 1000 pixels in height)
- ❑ 1-3-minute video about a specific wine, non-vintage specific videos are preferred. (500MB size limit, must be MOV or MP4 format, no YouTube or Vimeo links)
- ❑ Sensory Tasting Note, how does it taste, serving suggestions (plain text, no special characters)
- ❑ Volume (in milliliters)
- ❑ 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)
- ❑ Alcohol content (ABV%)
- ❑ 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, Connoisseur's Guide,* Allen Meadows' Burghound.com, *The Tasting Panel*, *Decanter*, JamesSuckling.com, Jeb Dunnuck, Vinous, or Tim Atkin