

# Miramont Estate

## What is a SHINER?

A shiner is a finished, bottled wine without a label and is sold by the case. Shiners are available for **Basic Permit** holders, Wholesalers, and Private Label customers. The list price or advertised price for shiners is for basic permit holders only; other non-bonded buyers will pay a slightly higher price due to excise taxes, packaging costs, and any additional expenses we incur. Please call for a price quote.

## What if I already have an approved label?

If you have an approved label for the same varietal, you will still need to get a new label approval. Here's why: TTB requires that label approval for shiners be submitted by the **bottling winery** (see for yourself in the TTB FAQ's- question W8 <http://www.ttb.gov/wine/wine-faq.shtml>). We cooperate with all of our buyers to get a compliant label approval. Even if you have an existing label, you will still need to make some minor changes in preparation for submitting a new label.

## What does my label need in order to be compliant?

To get your label approved, you can design it in the same exact way you would if you were submitting your own application (and following TTB rules, of course), except you will need to make these changes/additions:

- Make sure your label has the appropriate and/or compliant vintage, varietal and appellation. All of this information should be on your shipping documents, but please ask us if you are not sure or want to get your label approval application started before you receive your shiners.
- Your bottling statement needs to be truthful and compliant. Here is an example of a compliant bottling statement for our shiners:

*"Bottled by Miramont Estate Vineyards in Linden, CA for  
Your Approved Trade Name in Bonded Location City, State"*

Most of our customers leave their bottling statements in the format listed above. However, if you prefer to leave our name off of the label, you can file for a DBA on our bond which costs \$180 and takes 3-4 months from start to finish. Please contact us for more information regarding DBA's.

## Where do I send my compliant label design for approval?

Label approval is submitted by our third party representative, Steve Zmak Creative. You can contact Steve by email: [Steve@SteveZmak.com](mailto:Steve@SteveZmak.com). He will work quickly to get your label application submitted to TTB as soon as you submit payment. Label applications are billed at a rate of \$90 for your first label application and \$75 per subsequent label application. He is really good at getting all of this information out to you right away once you make initial contact or we make the initial introduction. To avoid delays, get started on this step once you know what you are purchasing and have confirmed with us that it is available for you.

## Can you put my labels and capsules on?

Absolutely!! We charge just \$5 per case to put your labels on and it comes with your choice of capsule color: gold, silver or black. However, we must wait for your label approval to arrive before applying labels to your bottles. If you have the time, this may be a great option for you to receive a completely finished package that is absolutely ready to go on the shelf. If you prefer to eliminate these slight delays, we can send you the shiners and you can label them on your own once your approval arrives.

## Is there anything else I should know about shiners?

YES! Here is a lot more information to help you make the best decisions for your business...

**The best thing** about our shiners is that there is **NO MINIMUM ORDER!!** You can order just a few cases to and re-order as you need them, but remember that you need label approval for each product you purchase (remember: you can change vintage without new approval so you won't have to do it year after year). You can also order by the pallet; contact us to learn about the most efficient quantities for shipping or for your particular purchasing situation.

**While we keep** a regular stock of certain main varietals such as Cabernet Sauvignon and Chardonnay, we also do single-lot or less frequent productions of certain less-known or unique varietals such as Sauvignon Blanc or Sangiovese. The main varietals are good for reliable, consistently produced wines that you can re-order year after year and the less frequent ones are great for wine club promotions, seasonal offerings or other special occasions, or even just to keep a good variety of wines in your tasting room.

**Our shiners are** bottled into inventory so when we sample them out to you, what you see is what you get: standard bottle shapes and sizes with non-branded corks and finished wine inside! There should be no surprises when you get your recently sampled order. You can continue to order lot-to-lot and vintage-to-vintage or you can request new samples if we have sold out and re-bottled a particular wine.

**As with all** of our products, we require payment in full prior to shipment (prior to labeling if we are providing this service to you). Once we receive payment, we can have your order ready pretty quickly, but we may have other things already on the schedule or a busy pipeline so please allow us 1 week from the time of payment to have your order ready for shipment or pickup.

**If you are** in close enough proximity, feel free to schedule a time to pick up your order. If not, we will gladly include a freight quote from one of our reliable and competitive freight brokers. We will need to know some details from you in order to get a quote so be prepared to answer a few easy questions.

**You can always** find our current list of products on our website, along with pricing. Just go to [www.MiramontEstate.com](http://www.MiramontEstate.com) and click on Shiners. While you're there, you may also be interested in Bulk Wines. Feel free to browse that page as well and learn more about those products and how they are different from shiners.

**For more information** (as if this wasn't enough) feel free to contact us any time by email at [MiramontEstate@yahoo.com](mailto:MiramontEstate@yahoo.com) or call your salesperson directly:

Sara Baronian  
(209) 981-1656

Michael Webster  
(209) 765-8322

Or you can call our office at (209) 887-3178 during our business hours Monday through Friday 7:30 am – 4:30 pm.

*Miramont Estate*