

Bespoke

BARREL PROGRAM

EST. 2006
PASO ROBLES, CA

CONCEPT *to* LABEL

VINE *to* BOTTLE

TAILORED *to* TASTE

WWW.BESPOKEBARREL.COM

WHAT IS THE BESPOKE BARREL PROGRAM?

The Bespoke Barrel Program allows you to partner with our award-winning team of winemakers to handcraft your very own wine. Designed to provide an exceptional level of input and customization, the Bespoke Barrel Program affords customers a team of skilled winemakers, compliance officers, graphic designers, and a whole host of other talented professionals.

Developed for business owners looking to provide clients with an affordable gift, wine enthusiasts interested in developing their own brands, and event planners looking to add a unique touch to their celebrations, the Bespoke Barrel Program leverages years of experience, capital, equipment, and know-how to help each customer create a tailored wine selection.

From vine to bottle, we guide you through the creation of your own personalized brand. Starting with the development of a wine label, continuing with printing and bottle selection, and finishing with varietal sampling, the Bespoke Barrel Program is unlike any other wine branding service in that it offers a behind-the-scenes experience that touches on every detail of the wine-making tradition.

We invite you to discuss our program with one of our sales consultants, and are excited to help you craft a taste that's as delicious as it is uniquely yours.

Sincerely,

Bespoke Barrel Family



VARIETAL OFFERINGS

CABERNET SAUVIGNON



SYRAH



CHARDONNAY



PINOT GRIGIO



At the heart of every wine is the varietal from which it came. As indicated by the wide array of offerings on store shelves and restaurant menus, these wine species are formally recognized as varietals. In the Bespoke Barrel Program, we offer a vast selection of varietals, including popular favorites like Cabernet Sauvignon, Merlot, Syrah, Pinot Noir, Zinfandel, Chardonnay, Pinot Grigio, Moscato, and many more.

Moreover, the region (terroir) where grapes are grown plays a significant role in developing taste and aromatic characteristics. In California, the three most popular wine growing regions are Napa Valley, Sonoma Valley, and Paso Robles. The Bespoke Barrel Program sources premium offerings from all three locations, thanks to our sourcing experts. Due to their keen understanding of how a vineyard develops based on its location, weather, soil, year, and harvesting methods, our team sources exceptional grapes that have resulted in 90+ point rated wines.

BESPOKE DEVELOPMENT



DESIGN CONSULTATION

The first step in the Bespoke Barrel Program is design consultation. During this step, you will have the opportunity to work with our skilled graphic artists to create a wine label that meets your specific requirements. In this consultation, we will assist you in completing a design brief that asks a variety of questions, including the following:

- What name would you like to call your wine?
- How would you like your wine label to look and feel?
- Do you want your label to consist of illustrations, minimalistic elements, or pictures?
- Who is your target customer?
- What would you like the label to say about your wine?



PROOF APPROVAL

Once our team of designers has developed your perfect wine label, we will email you a visual prototype for final approval. Upon approval, we will submit your label to the TTB (Alcohol and Tobacco Tax and Trade Bureau). Within a few business days, your label will be formally recognized by the TTB, and your wine will be approved for sale to the public.

After receiving TTB compliance, our facility in Paso Robles, California will print your label proof. During this phase, any physical design elements, such as foil printing, embossing, spot varnish, etc., will be incorporated into your label. Once the final proof is printed, we will mail you a framed copy of your label to showcase the fruits of our creative collaboration.



VARIETAL SAMPLING

One of the most unique and enjoyable experiences associated with the development of your wine is varietal sampling. This tradition involves tasting samples composed of the varietals you choose. During this step, you will discover the subtle differences imparted upon each sample based on terroir, climate, cultivation methods, and fermentation techniques. The fusion of these variations produces chemical changes in the pH balance, alcohol content, and residual sugar (brix) of the wine that formulate a one-of-a-kind taste perfectly suited to your discerning palette.



BOTTLING

After your label has been approved and your wine has been meticulously sampled and chosen, our team will purchase the corks, foils, and bottles required to complete your wine package. During this process you will be able to choose from several packaging variations, including cork or screw-top enclosures, and Bordeaux or Burgundy bottles.

Upon receipt of these materials, we will begin the bottling process. During bottling, we invite our clients to visit the winery to experience this fascinating final step that combines all your hard work into one comprehensive finished product.



BESPOKE OPPORTUNITIES

SALES OUTREACH

Ever face the difficult challenge of reaching new customers? Are you tired of spending precious time and money on ineffective advertisements and cold calling? By sending potential clients a handcrafted bottle of wine, you are differentiating yourself from the competition and creating an inviting first impression.



ASPIRING WINEMAKER

Have you ever wanted to get into the wine business, but were daunted by the seemingly insurmountable capital requirements and legal hurdles? The Bespoke Barrel Program enables aspiring winemakers to enter the wine industry and focus solely on the development of their brands.



HOLIDAY GIFTS

During the holiday season, it can be difficult to find the perfect gift. This can be especially true for friends, family, and clients. Imagine being able to provide the perfect handcrafted gift at a wallet-conscious price. Thanks to the Bespoke Barrel Program, now you can.



WEDDINGS

Nothing adds a personal touch to your wedding like a Bespoke Bottle of wine. Great for party keepsakes and future anniversaries, friends, family, and guests will remember your ceremony because of this timeless detail.

PRICING

CHOOSE YOUR PACKAGE

	BRONZE	GOLD	PLATINUM
240 bottles of ultra-premium wine sourced from Napa Valley, Paso Robles, or Sonoma Valley	✓	✓	✓
Produce wine from custom-sourced grapes (includes complete crush services, fermentation, and 14 months of barrel storage)			✓
Limitless options in choice of varietals		✓	✓
Consultation with winemaker and TBB certification	✓	✓	✓
Custom label design and printing	✓	✓	✓
Premium selection of cork, foil, and bottle		✓	✓
Invitation to visit the winery and partake in private tasting and winery tour	8 people	15 people	20 people
Cost	\$7,000	\$10,000	Inquire for pricing

CONTACT US WITH QUESTIONS OR FOR PRICING.

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Bespoke **BARREL PROGRAM**

EST. 2006
PASO ROBLES, CA

WE LOOK FORWARD TO HEARING FROM YOU!

Our team of skilled artisans and professionals are eager to begin crafting your Bespoke Bottle of wine. We are excited to give you a glimpse into the fascinating process of wine-making, and we look forward to developing an award-winning wine that outshines your expectations. If you have any questions about our Bespoke Barrel Program, including pricing, scheduling, or customization options, give us a call or send an email.

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