

Instructions for Varietal Series PDF Files

These files are highest "Press Quality" PDFs which are normally used to supply to finest quality CMYK offset printers. They can be used to create four color separations with bleeds for trimming.

Each item is represented by 10 different varieties: Cabernet Franc, Cabernet Sauvignon, Catawba, Chardonnay, Dry Riesling, Semi-Dry Riesling, Riesling Ice

Wine, Late harvest Riesling, Merlot, Pinot Noir. 50 Total PDFs. More to follow.

The pieces that bleed are the shelf talkers and the 18 in. Shelf Displays - the wine glass bleeds off the bottom of the piece. All pieces should be printed on quality coated paper stock.

There are five separate items:

8.5" x 11" Case Cards



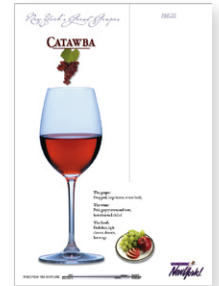
18" x 3.5" Shelf Talkers

-for end and floor displays as well as a "store within a store" shelf display. There is a 7/8" flap at the top for mounting - a very light gray dotted line along the top indicates where the piece folds. There are spaces for writing information under five separate bottles. Printing bleeds off the bottom edge.



7" x 10" Price Cards

-with a space for pricing and item listing.



3.5" x 3" Shelf Talkers

-with a 7/16" flap at the top for mounting - a very light gray dotted line along the top indicates where the piece folds. Printing bleeds off the bottom edge. Precise trimming is critical.



Table Tents

- for restaurants, tastings, etc. there is a space on the back side for writing in information. Should be printed on 80 lb. cover stock or heavier for standing. The light gray dotted line in the center indicates the fold.

