



## BOTTLE PHOTO CHECKLIST

### BOTTLE SELECTION

- Make sure that each bottle's label is clearly printed, properly aligned on the bottle, and without scuffs or scratches, either on the bottle or on the label's edges, and particularly on any foiled surfaces
- Check to make sure that if your bottles have vertical seams in the glass, they are as far away from the label as possible
- If you print your identity on your caps or foils, select bottles that display a majority of the wording legibly, and preferably centered above the label's centre
- Double check the label content to insure it contains the correct vintage year and other destination-specific information, particularly if you plan to use the photos for international marketing (you may wish to send me separate bottles for each of your markets if your labeling varies significantly)
- Affix award stickers as appropriate, positioned so that they are as legible as possible together with the bottle's label
- If you use rear labels on your white or rose bottles, please remove them before delivery to me; rear label information will typically either show through a bottle's front or alter wine colour when photographed, and can also be distracting
- If your label consumes significant horizontal space on your bottle, direct me as to which side of the label I should 'favor' in taking its picture

### SHIPPING

- Please wrap the bottles you've chosen in tissue to give them added protection in shipping
- As added insurance, and especially if time is of the essence, consider sending two of each bottle you'd like photographed
- Ship or deliver the bottles to my Fremantle office, and send an email or call to alert me that bottles are on the way:

Jay Heifetz Photography  
Level 1 / 14 Phillimore Street  
Fremantle, WA 6160

Email: [Info@HeifetzPhotography.com.au](mailto:Info@HeifetzPhotography.com.au)  
Phone: (08) 9431 7575  
Mobile: 0405 922 252

### SPECIAL OPTIONS

- The special per-bottle pricing I offer includes one head-on image of each bottle with its front label centered, "cut out" against a white background and provided to you as digital files in two 300 dpi versions: large, high resolution TIFFs in Adobe RGB colour for your use as master files, and high resolution JPEGs in sRGB colour sufficiently compressed that you can distribute them to your distributors, customers, and press as email attachments; I can also supply you with low resolution (72dpi) JPEGs for use for your web site. Other options available at extra charge include:
  - Digital manipulation for vintage removal or year change
  - Closure change from cork and foil to screw top, or vice versa
  - Close-up, angled, images with tight label focus
  - Images including special packaging (two, three, six, or twelve packs)
  - Shots of multiple bottles
  - Use of props
  - Special backgrounds (colors, shadows, etc.)
  - On-location images

### LOGISTICS

- Normally, I can shoot your bottles within three days of receipt; please let me know if your order is urgent, or if you want me to deliver finished files directly to a reviewer or a publication in addition to a delivery to you
- Unless you advise me otherwise, I'll deliver all of your digital images on a CD via Australia Post
- I will return your wine in your shipping packaging, whenever possible, using either Australia Post or a private delivery service, at your option; you may also pick up the CD and your wine at my Fremantle studio
- Alternatively, I can post your files on a password-protected FTP area on my web site that you can retrieve electronically

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