



## **2010 Direct Shipping Manual**



# Alexander Valley Cellars Direct Shipping

Alexander Valley Cellars Direct Shipping (AVC Direct) is committed to satisfying the direct shipping needs of our clients by providing superior wine fulfillment services, transportation, and storage. To help us provide the best service possible, please make note of our direct shipping policies and guidelines as outlined in this manual.

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## **Direct to Consumers**

### **Orders**

AVC Direct processes direct to consumer orders on a daily basis. Orders can be fulfilled and shipped on the same day or held for shipping on a future date. Orders may be submitted to AVC Direct through your shipcompliant.com\* account, via email (in an MS Excel format or with an attached invoice), or by fax (a sample order form is available on page 10 of this manual.)

#### Daily orders:

- Please submit orders before 10:00 am for same day shipping.
- Orders received after 10:00 am will be shipped the next business day.
- Orders received after 10:00 am that require shipment on the same day will be considered RUSH orders.
- Please specify if an order is scheduled for a future date.

#### Wine Club and New Release orders:

- Please schedule two weeks in advance of shipment date.
- Please specify your shipment date.
- At time of scheduling, please submit an approximate customer count.
- At time of scheduling, please notify AVC Direct if product will ship in gift boxes or wood boxes and please provide a sample package. Special packaging may need to be ordered.
- Submit actual customer shipping information five business days in advance of shipment date.

*\*AVC Direct recommends use of the shipcompliant.com service for direct shipping compliance assistance, submitting orders for fulfillment, and for reports and tracking. Contact AVC Direct or shipcompliant.com for more information.*

### **Packing Materials**

AVC Direct uses Styrofoam, molded fiber (AKA “pulp”, made from recycled paper), or eco-friendly post-consumer foam wine bottle shippers. We are also able to re-pack product in gift boxes or wood boxes upon request.

### **Carriers**

AVC Direct determines the appropriate carrier for each package, unless a specific carrier is requested by the winery when the order is submitted. AVC Direct’s preferred carriers are UPS and FedEx.

### **Emailed Tracking Numbers**

If the package recipient’s email address is included with their order, they will receive a notification from the carrier with the tracking number for their package. This tracking number allows the recipient to follow the progress of their shipment.

### **Packing Slips / Invoices**

Packing slips or invoices can be included in packages at the winery’s request.



## **Inventory**

### **Transfers**

If a transfer from regular inventory at AVC to Direct Shipping inventory is needed to fulfill an order, please submit a transfer request (a sample transfer request is included on page 11 of this manual.) If we do not have the necessary inventory at AVC, please inform us in advance so a pick-up can be scheduled, or other arrangements can be made.

New incoming product should arrive at AVC 48 hours in advance of a transfer request (to the Direct Shipping inventory) and in advance of a fulfillment order. If AVC receives inventory on the same day that the order is scheduled for fulfillment, it will be treated as a consolidation. *\* This applies to daily orders only.*

### **Returns**

Wineries will be notified by email immediately after a package is returned to AVC Direct. Per your instructions, we will return the wines to our stock, return them to the winery, or re-ship the package. If no instructions are received from the winery within 15 business days, the wines will be returned to our stock.

AVC will file a claim with the carrier for any damaged packages. Upon payment for damaged claim, AVC will apply the damage credit to your account. The maximum credit for an uninsured package is \$100.00 plus shipping fees. Additional insurance is available.



## **Additional Services**

### **Office Services**

The office staff at AVC Direct can assist with issues that may occur with your shipments, including the following (additional charges may apply):

- Correction of order information.
- Cancellation of packed orders.
- Processing of:
  - Undeliverable shipments - Re-routing or returning to AVC.
  - Returns - Re-shipping or creating call tags and scheduling a pick up date.
- Filing claims with carrier (this DOES NOT apply to damages caused by environmental issues such as heat, cold, etc.)

### **Warehouse Special Projects**

AVC Direct is pleased to assist with your special projects. Please provide all materials necessary for your project at least one week in advance, and we ensure that your projects will be ready for your next Wine Club, New Release, Wine Writer, or Daily shipment.

Examples of special projects:

- Gift Cards.
- Insertion of extra materials – generic or custom, newsletters, notes, brochures, tasting room gifts, etc.
- Assembling boxes
- Repacking into wood boxes, gift boxes, gift baskets, etc.
- Bottle wrapping - bubble wrap, tissue paper, gift paper.

### **Volume Package Discount**

For every five cases (12-packs) shipped to a customer in a single shipment, the 6<sup>th</sup> case in that shipment is free.

### **Compliance**

AVC Direct offers Direct Shipping compliance management and reporting service through Six88-Shipcompliant software (shipcompliant.com).



## State-by-State Statutes and Carrier Status

The following list\* of state-by-state shipping provisions and carriers is provided as a tool to better understand who ships where for wineries to consumers; it should not be considered legal advice.

\* List created by the Wine Institute. For the latest laws, please refer to the Wine Institute's web site:

<http://wineinstitute.org/initiatives/stateshippinglaws>

State	Shipping Requirements	Legal Amount	Federal On-site	Intra-state	FedEx Off-Site	FedEx On-Site	UPS Off-Site	UPS On-Site	ZONE
AK Alaska	Allowed - No permit required	A reasonable quantity		Yes	Yes	Yes	Yes	Yes	9
AL Alabama	<b>Prohibited</b>			No	No	No	No	No	
AR Arkansas	<b>Prohibited</b>			Yes	No	No	No	No	
AZ Arizona - On-Site	Allowed - No permit required	2 cases per year per person		Yes	Yes	Yes	Yes	Yes	5
AZ Arizona - Off-Site	Allowed - Permit required, \$300.00 fee	Unlimited		Yes	Yes	Yes	Yes	Yes	5
CA California	Allowed - Permit required, \$10.00 fee (for CA wineries fee is permit and fee is included in 02 license)	Unlimited		Yes	Yes	Yes	Yes	Yes	3 & 4
CO Colorado	Allowed - Permit required, \$50.00 fee	Unlimited		Yes	Yes	Yes	Yes	Yes	5
CT Connecticut	Allowed - Permit required, \$250.00 fee	2 cases every 2 months per person		Yes	Yes	Yes	Yes	Yes	8
DC Washington, DC	Allowed - No permit required	1 case per month per person		Yes	Yes	Yes	Yes	Yes	8
DE Delaware	<b>Prohibited</b>		Yes, no limit.	No	No	Yes	No	Yes	8
FL Florida	Allowed - No permit required	Unlimited		Yes	Yes	Yes	Yes	Yes	8
GA Georgia - On-Site	Allowed - No permit required	5 cases per household		Yes	Yes	Yes	Yes	Yes	8
GA Georgia - Off-Site	Allowed - Permit required, \$50.00 fee	12 cases per year per person per address		Yes	Yes	Yes	Yes	Yes	8
HI Hawaii	Allowed - Separate permit and fee for each county: Maui \$48.00, Oahu \$48.00, Kauai \$48.00, Hawaii \$120.00	6 cases per year per household		Yes	Yes	Yes	Yes	Yes	9
IA Iowa	Allowed - No permit required / reciprocity	2 cases per month per consumer		Yes	Yes	Yes	Yes	Yes	7
ID Idaho	Permit Required/ taxes paid	24 cases per year per consumer		Yes	Yes	Yes	Yes	Yes	5

State	Shipping Requirements	Legal Amount	Federal On-site	Intra-state	FedEx Off-Site	FedEx On-Site	UPS Off-Site	UPS On-Site	ZONE
IL Illinois	Permit required, \$150.00 to \$1000.00 fee	12 cases per year per consumer		Yes	Yes	Yes	Yes	Yes	8
IN Indiana	Allowed - Permit required, \$100.00 fee (Distributor prohibited beginning 120 days before applying for permit)	24 cases winery per consumer / 3,000 case winery total - 24 case consumer aggregate total		Yes	Yes	Yes	Yes	Yes	8
KS Kansas - On-Site	Allowed - No permit required	Unlimited		Yes	Yes	Yes	Yes	No	7
KS Kansas - Off-Site	Permit required	12 cases per year per consumer or address		Yes	Yes	Yes	No	No	7
KY Kentucky	Permit required, only wineries producing 50,000 gallons or less eligible	2 cases		No	No	No	No	No	8
LA Louisiana	Allowed - Permit required, \$150.00	4 cases per year per household		Yes	Yes	Yes	Yes	No	8
MA Massachusetts	Prohibited			Yes	No	No	No	No	
MD Maryland	Felony			No	No	No	No	No	
ME Maine	Permit required			No	No	Yes	No	Yes	8
MI Michigan	Allowed - Permit required, \$100.00 fee	1500 total over 1 year		Yes	Yes	Yes	Yes	Yes	8
MN Minnesota	Allowed - No permit required	2 cases per year per consumer		Yes	Yes	Yes	Yes	Yes	7
MO Missouri	Allowed - Permit required, no fee	2 cases per month per consumer		Yes	Yes	Yes	Yes	Yes	7
MS Mississippi	<b>Prohibited</b>			No	No	No	No	No	8
MT Montana	<b>Prohibited</b>			No	No	No	No	No	6
NC North Carolina	Allowed - Permit required, no fee	2 cases per month per consumer		Yes	Yes	Yes	Yes	Yes	8
ND North Dakota	Allowed - Permit required, \$50.00 fee	3 cases per month		Yes	Yes	Yes	Yes	Yes	7
NE Nebraska	Allowed - Permit required, \$500.00 fee	9 liters per month per consumer		Yes	Yes	Yes	Yes	Yes	7
NH New Hampshire	Allowed - Permit required, no fee	60 liters per year		Yes	Yes	Yes	Yes	Yes	8
NJ New Jersey	<b>Prohibited</b>		Yes, 1 gallon	No	No	Yes	No	No	8
NM New Mexico	Allowed - No permit required / reciprocity	2 cases per month per consumer		Yes	Yes	Yes	Yes	Yes	6

State	Shipping Requirements	Legal Amount	Federal On-site	Intra-state	FedEx Off-Site	FedEx On-Site	UPS Off-Site	UPS On-Site	ZONE
NV Nevada	Allowed - Permit required, \$50.00 fee	12 cases per year per person		Yes	Yes	Yes	Yes	Yes	4
NY New York	Allowed - Permit required, \$125.00 fee	Up to 36 cases per year per person		Yes	Yes	Yes	Yes	Yes	8
OH Ohio	Allowed - Permit required, \$25.00 fee (only wineries producing less than 250,000 gallons annually are eligible for permit)	24 case consumer aggregate volume limit		Yes	Yes	Yes	Yes	Yes	8
OK Oklahoma	Felony - for sales to minors		Yes, 1 liter	No	No	Yes	No	Yes	7
OR Oregon	Allowed - Permit required	2 cases per month per consumer		Yes	Yes	Yes	Yes	Yes	4
PA Pennsylvania	<b>Prohibited</b>			Yes	No	No	No	No	
RI Rhode Island	Allowed - No permit required, on-site only	A reasonable quantity		Yes	No	Yes	No	Yes	8
SC South Carolina	Allowed - Permit required, \$600.00 fee (biennial fee, renew 8/31 even years)	2 cases per month per consumer		Yes	Yes	Yes	Yes	Yes	8
SD South Dakota	<b>Prohibited</b>		Yes, 1 gallon	No	No	Yes	No	Yes	7
TN Tennessee	Permit required	1 case per month per person / 3 cases per calendar year per person		Yes	Yes	Yes	Yes	Yes	8
TX Texas	Allowed - Permit required, \$75.00 fee + \$160.00 surcharge each year	15 bottles (750 mL) per month per consumer		Yes	Yes	Yes	Yes	Yes	7
UT Utah	<b>Felony</b>			No	No	No	No	No	
VA Virginia	Allowed - Permit required, \$65.00 fee	2 cases per month per consumer		Yes	Yes	Yes	Yes	Yes	8
VT Vermont	Allowed - Permit required, \$300.00 fee	12 cases per year per person		Yes	Yes	Yes	Yes	Yes	8
WA Washington	Allowed - Permit required, \$100 fee	Unlimited		Yes	Yes	Yes	Yes	Yes	5
WI Wisconsin	Allowed - Permit required, \$200 biennial fee	12 cases per year per consumer		Yes	Yes	Yes	Yes	Yes	8
WV West Virginia	Allowed - Permit required, \$150 fee to ship wine 14%, \$250 fee to ship wine over 14%	2 cases per year per consumer		Yes	Yes	Yes	Yes	Yes	8
WY Wyoming	Allowed - Permit required, \$50.00 fee	2 cases per month per person		Yes	Yes	Yes	Yes	Yes	5



## **Billing**

Invoices will be mailed to wineries monthly. Any additional miscellaneous fees will be billed at the end of each month. Payment on invoices is due within 15 days of the invoice date. A service charge will be applied after 30 days past due.

*\* Note - We DO NOT bill winery customers for any services, taxes, or supplies provided by AVC Direct.*

## **Shipping rates**

Rates include the following charges:

- Packing materials - wine bottle packaging insert, box
- Generic insert or newsletter
- Packaging service
- Handling
- Tracking information
- Proof of delivery by email
- Adult signature
- Insurance coverage of \$100
- Carrier base fuel surcharge
- Residential fee

*Note - Rates are based on case average weight between 35 and 38 pounds. Additional charges will be applied to cases over 38 pounds. Additional fuel surcharges may apply.*



## **Contact AVC Direct**

### Location:

551 Aviation Blvd.  
Santa Rosa, CA 95403

### Hours:

Office: 8:00 am - 4:30 pm  
Warehouse: 8:00 am - 4:00 pm

Phone: 707-541-7252

Fax: 707-541-7254

### Email:

Orders: [AVCDIRECT@alexandervalleycellars.com](mailto:AVCDIRECT@alexandervalleycellars.com)

Scott DeMars: [scott@alexandervalleycellars.com](mailto:scott@alexandervalleycellars.com)  
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