



# Direct-to-Consumer Wine Packaging Best Practices

## Give Your Customers Overnight delivery at Ground rates with GSO.

- Next Day Delivery throughout CA, AZ, NV, and NM
- Competitive Rates and Fewer Fees
- Customized Point of Delivery Procedures and later Pickups
- Integration with Existing Critical Shipping and Business Systems

## Package your wine to arrive just fine

### How to package wine for shipping

When your customers purchase wine to be shipped to them, they have high expectations. Some may even be nervous about receiving shipped wine. Will it break? Wouldn't it be smarter to purchase it locally and avoid shipping altogether?

The last thing you want to do is confirm their fears. If their purchase shows up damaged, you may lose revenue on replacing the damaged product—and you'll certainly lose future sales from a customer who won't be back.

When packaging wine for shipping, the details matter. Here's how to do it right to ensure that your customers are delighted with their purchases—and ready to come back for more.

## It's what's inside that counts

### The best

Polystyrene moulds made for wine bottles are your best bet. They have perfectly sized indentations, ensuring that the bottles are cradled in just the right cushion.



### Second best

If you don't have polystyrene moulds, pulp fiber moulds are an acceptable alternative. Die-cut cardboard inserts can also do the trick if they're made especially for wine bottles. Whichever you choose, make sure that it fits snugly into an outer cardboard box.

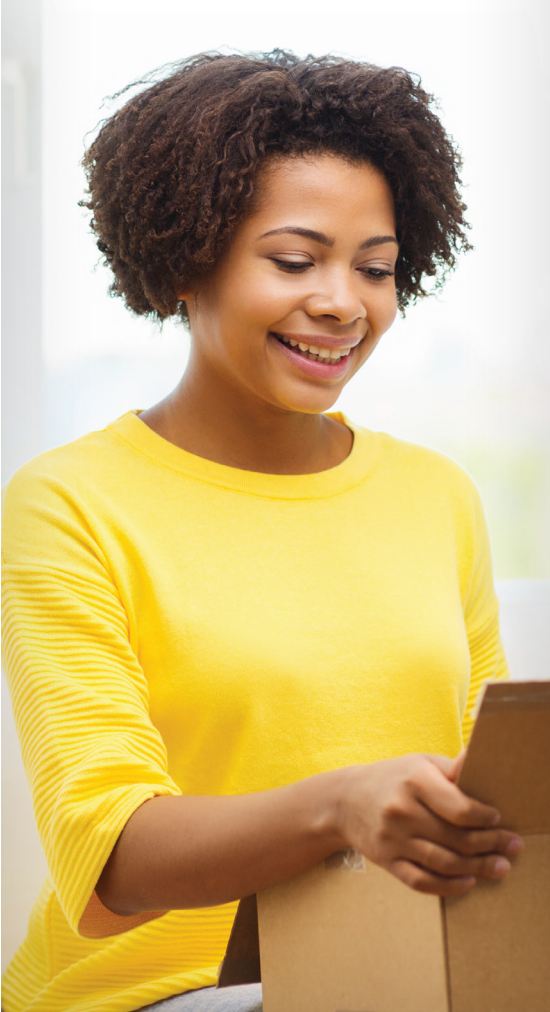
### Barely acceptable

Bubble wrap isn't ideal, but it can work if you use a lot. And we mean a lot. Wrap the bottles in what looks like way too much bubble wrap. Then add some more. Twice.

Then tape the bubble wrap so it stays snug. After placing the bottles in the box, stuff some more bubble wrap in the empty spaces around the bottles.

### Avoid at all costs

- Polystyrene packing peanuts tossed into a box. Packing peanuts shift during shipping and could leave bottles exposed to the hard sides of the box or—worse—to the other bottles. Glass on glass is asking for trouble.
- Packing paper. You might think you've crammed the paper into every possible crevice, but paper has a habit of compressing even more when it's packaged around heavy items like wine bottles. That leaves your bottles less cushioned than when you originally packed them.





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GSO Priority.  
GSO Ground.  
GSO Freight.

## ABOUT US

In business for over 20 years, GSO provides Priority Overnight, next-day ground parcel, and LTL delivery throughout CA, AZ, NV, and NM.

## The outside counts, too

Your outer box should be big enough to hold the wine and whatever packing materials you use. But here's the key: It shouldn't be any bigger than that. The packed wine should fit snugly inside the outer packaging so it won't shift at all during transit.

Make sure your box is made of cardboard that's strong enough to hold heavy wine without breaking open, but don't make it so heavy that it's hard to lift.

### Remember to Apply the Sticker

Last but not least, make sure to apply the red GSO Adult Signature Required sticker to your package, so that you may help ensure a successful delivery. To order these stickers, you can log in to your GSO account, navigate to shipping and select supplies, or call customer service at 800-322-5555 for assistance.



## Protect your customers' investment

Your customers splurged on wine. Protect their investment with good packaging, and you may just have customers for life.



To learn more about our wine shipping program:  
Visit [www.gso.com/wine](http://www.gso.com/wine)  
Call **888-SHIP-GSO**