

Alcohol Products

This style guide will help you present your products in the best possible way, in order to maximise your sales on Amazon.co.uk. Whether you are selling beer, wine or spirits, accurate and informative data is crucial, as the product detail page replaces any form of face-to-face product guidance offered in stores. How you present your products will greatly influence a customer's purchasing decision. Providing clear and concise listings in a consistent format will better inform customers and enhance discoverability of your products. This can result in increased traffic to your product listings.

Please carefully review the following information and make the necessary updates to your product listings.

This document covers the following guidelines for setting up product detail pages:

Title Style	Clear and concise titles will improve search results and catch a customer's attention. Full details of what should be included in the title of an alcohol product are included.
Images	Show customers what they're buying; professional images on white backgrounds will bring life and added attractiveness to your product.
Key Product Features	Highlight the key features and benefits of your product.
Category Specific Features	This information will be shown on a special widget on each detail page. Information should cover important features such as Alcohol Content, Varietal Composition etc.
Price Per Unit	This information gives the customer information about the cost per unit of measure in each product.
Product Descriptions	Elaborate on the features and uses of your product and use the opportunity to really sell your product to customers.
Browse & Search	Improve discoverability and traffic through appropriate search terms and item-type.

Selling restrictions for Alcohol Products

Please note that alcohol products are part of the Grocery category and approval is required to sell in this category. If you have not yet applied for approval to sell in this category, please contact seller support. Please note that you are required to comply with all laws concerning the sale of alcohol to those under the age of 18.

Setting up Alcohol Products

An EAN code is required for each alcohol product. If you have no EAN code for the alcohol product(s) you are setting up but the product is unique to you, then you can apply for a barcode exemption through our seller support team. If a barcode exemption is not granted then you will be required to source barcodes in order to list your products. Please contact Seller Support if you have any further queries.

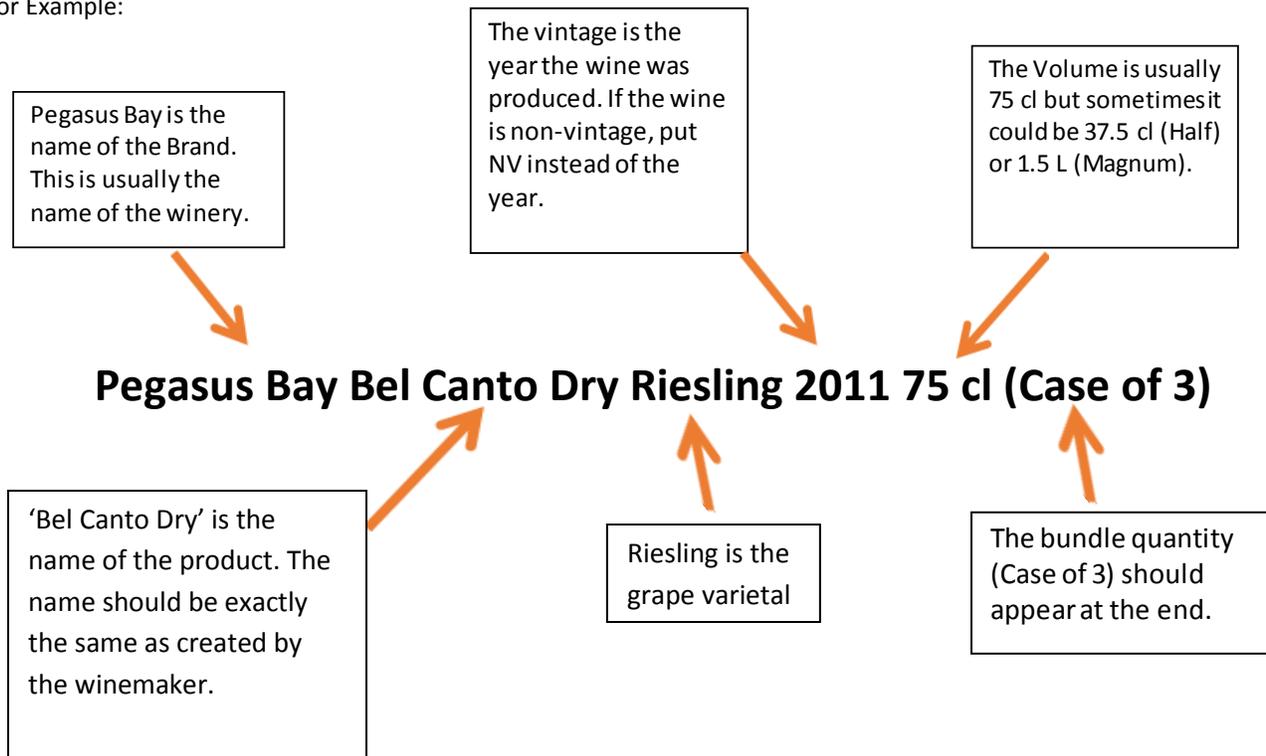
Title Style

Your product title is the first thing that customers see when visiting your detail page. Does your title provide the customer with the right information? Will they continue looking at your product offering? Amazon.co.uk uses the words in product titles to display products in search results. A concise and relevant title will drive traffic to your product. Always check titles for consistent format and accuracy. Follow the guidelines below to create product titles that make a good first impression.

For wines, please use the following title guidance:

Brand or Producer Name + Wine Name + Varietal (generally) + Vintage / Year + Bottle Volume + Bundle Quantity

For Example:



Examples:

Pegasus Bay Maestro Merlot Malbec 2009 75 cl

Chard Farm Te Waipo Pinot Noir 2012 75 cl (Case of 3)

Please note differences between Old World and New World wines:

New World: Varietal is included but Region is not (as above)

New World countries include: USA, South America, South Africa, New Zealand, Australia, anywhere else outside of the above

Old World: Varietal is much less prevalent, but Region is often included, as follows:

Old World countries include: Spain, France, Italy, Germany, Portugal

Brand or Producer Name + Wine Name + Region + Vintage / Year + Bottle Volume + (Bundle Quantity)

Examples:

Chateau La Clare Medoc 2011 75 cl (Case of 3)

Guerrieri Rizzardi Chiaretto Bardolino Classico DOP 2013 75 cl (Case of 3)

Domaine Montplo Cuvée Montplo Blanc 2013 75 cl (Case of 6)

If it is a single item, there is no need to write the case quantity.

For spirits, please use the following title guidance:

Brand + Name + Age + Type + Volume**Examples:**

Isle of Jura Superstition Whisky 70 cl

Lagavulin 16 Year Old Whisky 70 cl

Thunder Toffee Vodka 70 cl

Courvoisier 12 Year Old XO Cognac 70cl

Tips on how to create a great title:

Do	Do Not
<ul style="list-style-type: none"> - Capitalise the first letter of each word (exceptions apply, see right) - Use numerals (2 instead of two) - If a bundled product, state value in parenthesis as (pack of X) - Keep it short, but include critical information - 50 characters maximum <p>Note: Please include only standard text.</p> <p>Do not use Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters as they are not supported.</p>	<ul style="list-style-type: none"> - Do not include price and quantity - Do not use ALL CAPS - Do not capitalise the following: Conjunctions (and, or, for), Articles (the, a, an) and Prepositions with fewer than five letters (in, on, over, with, etc.) - Do not include seller information - Do not include promotional messages such as "sale" or "free ship" (use the Promotion Manager tool to include messaging) - Do not use your seller name for Brand or Manufacturer information, unless your product is Private Label - Do not include symbols in your listings (such as: ! *\$?) - Do not include subjective commentary such as "Hot Item" or "Best Seller"

Note: Including your company information or sale messaging in your product titles may negatively impact your seller account.

Key Product Features / Bullet points

The Key Product Features bullets on the detail page give the customer more details about your product and can influence the customer purchase decision:

- Highlight the five key features you want customers to consider
- Maintain a consistent order. If your first bullet point is the style/taste of the alcohol product, keep that same order for all your products

- Reiterate important information from the title and description
- Begin each bullet point with a capital letter
- Write with sentence fragments and do not include ending punctuation
- Do not include promotional and pricing information
- Do not include delivery or company information. Amazon policy prohibits including seller, company, or delivery information

Examples:

Content	Featured Bullets
Style	Rich and flavoursome
Appellation/Quality (legal classification for the alcohol)	Vin de Pays
Appearance	Appearance: Vibrant, crimson - inky purple
Aromas	Aromas: Lifted and powerful aromas of blackberries, plum with hints of violets, tobacco, black olive and cedar
Serving Temperature	Best served at 18.0 C
Food pairings	Serve with roast meats, barbecues or hard cheeses
Bottle size	75 cl
Closure/Stopped	Natural Cork

Customers use this section to get a snapshot of the product. They may finalise a purchase decision based on this information alone, or it may interest them enough to then read the full product description.

Tips to improve readability -

Do:

- Write all numbers as numerals
- In bullets with multiple phrases; separate the phrases with semicolons
- Spell out measurements such as Litres, Millilitres, Centilitres and so on

Do Not:

- Use hyphens, symbols, periods, or exclamation points
- Write vague statements; be as specific as possible with product features and attributes
- Enter company-specific information; this section is for product features only

Category Specific Features

This information will be shown on a special widget on the detail page. Within category specific features you should include the following information:

- **Directions:** If applicable, use to describe directions for use of your product
- **Legal Disclaimer:** If applicable, use to supply any legal language needed with the product
- **Alcohol Content:** Please indicate the numeric value for alcohol content percentage
- **Alcohol Content of Measurement:** When alcohol-content is entered, please select one of the following unit-of-measurements:
 - percent_by_volume
 - percent_by_weight
 - unit_of_alcohol

- **Varietal Composition:** Please indicate all grape varieties of wine products

- **Varietal Destination:** Please provide the primary grape used to create this product. We define “primary” as the grape type found in the highest concentration in your product. This field is supported for Wine product_type

Example: ‘80% Cabernet, 20% Merlot’ would mean that the primary grape is Cabernet for this product.

Example: ‘40% Merlot, 30% Syrah, 30% Cabernet’ would mean that the primary grape is Merlot for this product.

- **Body Description:** Please find the most suitable valid value offered in flatfile to describe the type of the wine product

Example: White Wine

- **Taste Description:** Please find the most suitable valid value offered in flatfile to describe the taste of the wine product

Example: Dry

- **Vintage:** This attribute is mandatory for all wine products. This describes the year the alcohol was produced. For products that don't have this value, please select 'NV' for no vintage information. This field may be used for refinement search feature. Please use a 4 digit numeric value or 'NV'

Example: 2005

- **Country Produced In; Region of Origin and Sub-region of Origin:** These fields describe the country, region and sub-region where the product was produced. Please select an appropriate value from the Region Tab offered in the inventory file template.

Example: country-produced-in: Australia; region-of-origin: South Australia; subregion-of-origin: Riverland

- **Recommended-serving-instructions:** Please describe how the product should be served.

Example: Please serve the wine at room temperature

- **Awards-won1 - Awards-won5:** Please describe the awards that the product won, if any.

Example: Wine of the Year 2008

Price Per Unit

This information gives the customer information about the cost per unit in each product. It is a legal requirement in the European Union to display the Price per Unit on all items sold by weight, volume, or length, or in bulk. For example, when you are selling 6 x 75 cl bottles of wine for 60 GBP, you need to display a Price per Unit of 10 GBP / 75 cl. To facilitate this display, you simply need to provide Amazon with the product price and the applicable product measurement (i.e. the metric weight, volume or length of the product). Please note that for the Price per Unit calculation, these fields will be looked at in the order given above, and only the first field submitted will be used. For example, if you specify display-weight, all subsequent fields will be ignored for the calculation. It is therefore recommended that you only fill in the relevant field. You will need to provide the following information:

display-volume - Indicates the volume capacity of a product

display-volume-unit-of-measure - Specifies what unit of measure you are using for your volume amount.

Product Descriptions

The Product Description lists the product's features, explains what the product is used for, and provides other specific product information. The customer reads the description to learn more about the product than is obvious from the Title, Image, or Key Product Features.

The Product Description must give the customer a good idea of the taste of the product and what food that it would complement. You can also include information about the region/winery/distillery and storage instructions/use-by recommendation. You may also wish to include any information on awards that the product has won, if applicable.

Do	Do Not
<ul style="list-style-type: none">- Describe the major product features and list product information including size, used-for and style- Keep it short, but include critical information- Include accurate dimensions, care instructions and warranty information. Use correct grammar and complete sentences- Be sure that product claims are truthful and substantiated	<ul style="list-style-type: none">- Do not include your seller name, e-mail address, website URL, or any company-specific information Do not write about anything but the product for sale; this is your opportunity to tell the customer what they are buying- Do not include promotional language such as "sale", "free shipping" or "free delivery" (use the Manage Promotions tool instead)- Do not enter in capitals; make sure your description is in sentence caps

Good:

Product Description

A lively and fruity rosé with aromas and flavours of strawberries and fresh summer berries such as raspberries and cherry. To enjoy this wine at its best, drink within 1 year of purchase.

The Mission Bell winery, set in the heart of the Central Valley has been making wine for over 100 years. Winemaker Joe Alioto passionately believes in producing wines of consistently high quality, selecting grapes from the best vineyards available.

The fruit for this wine is from California's Central Valley - which includes the renowned Lodi district - which is one of the world's warmest wine regions. This makes sure that all the fruit is ripe.

Product Description

Plantation Rums are a collection of unique Caribbean treasures. Every barrel is individually sampled and only those that are of exceptional quality, showing traditional characteristics of the area of production, are selected to bear the Plantation name. Freshly cut sugar canes from the various plantations are pressed to extract the sugar crystals, and the juice is slowly heated to become molasses which can then be fermented. The time of fermentation and methods of distillation vary depending on the distillery and country of origin: pot stills for a round, aromatic rum; and column stills for lighter, more elegant rum. After distillation, Plantation Rums are aged for a number of years in oak barrels in warm Caribbean cellars and then transported to the cool, ancient cellars of Chateau de Bonbonnet in Cognac. The ageing process is finished more slowly, including a period in Cognac casks, giving them a soft and balanced finish.

Bad:

Product Description

THIS IS A DELICIOUS, MUST BUY, SEE OTHER PRODUCTS AT WWW....

Images

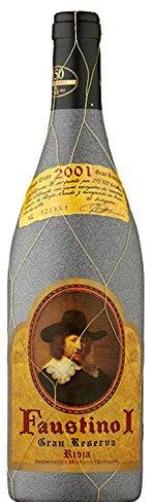
Images display on the product search page and the product detail page. A professional image helps customers discover your product and can drive traffic to your product listings. Show customers exactly what they will receive in their order (and only what they will receive). Make it easy for them to identify your product with a clear, high-quality image displaying exactly what you're offering.

Required	<ul style="list-style-type: none">- Use simple and clean white backgrounds that do not distract from the product- Create images with 500-pixels minimum; 1,000-pixels images are preferred- Show the entire product. The product should occupy at least 80 percent of the image area.- Include only what the customer will receive; accessories that are not part of the product should not be shown- If possible, add as second and third image a detailed image of the label of the bottle
Prohibited	<ul style="list-style-type: none">- Borders, watermarks, text, or other decorations- Coloured backgrounds or lifestyle pictures- Other products, items or accessories that are not part of the product listing; only include exactly what the customer is buying- Image place holders (e.g. "temporary images" or "no image available")- Images containing graphs of product ratings- Promotional text such as "sale", "free shipping" or "free delivery" (use the Manage Promotions tool instead)

Note: Zoom Functionality

When you submit an image of at least 1,000 dpi, customers can zoom in on your product image on the detail page. This provides a detailed look at your product and may reduce returns and negative feedback. The zoom function is particularly helpful for alcohol products as it will allow the customer to zoom in on the label and see more detail.

Examples of good images



Examples of bad images



Search

Search terms help customers find your products. Your product titles and company name are already searchable, so think about other words that describe your product. Think like Amazon customers when choosing your terms to ensure that they can easily find your products; use words they might enter into the search bar, including synonyms.

Guidelines for listing your Search Terms

Each product can have up to five search lines of 50 characters per field; that's 250 characters available for your search terms.

The words you choose are the terms our search engine uses when customers search the site. The individual words of the title, seller and brand are automatically included as search terms, so you do not need to add it to the keyword field. Any combination of title words and search terms are fully searchable

Tip: Use detailed product titles - Each individual word in the product title is searchable by itself. Having detailed product names help to ensure that your product appears in the search results. For example, suppose your product name is "McGuigan Shortlist Adelaide Hills Chardonnay 2011 75 cl (Case of 3)" - Because this product name is very detailed, this product already has a good selection of search terms even before you add the additional terms. Please see the 'Title Style' section for full guidance.

Use terms once - Because the words of the product name are already searchable, do not use search terms that are words also contained in the title.

Use single words - Single words work better as search terms than phrases. If you use phrases, then customers must type each entry exactly as you entered it. For example, if you enter "Australian Chardonnay 2011" as a search term then that is what customers must type. If they type "Chardonnay" or "2011," your products won't appear in the search results. However, by listing these terms separately, you allow for more combinations, such as Chardonnay, Australian Chardonnay, Chardonnay 2011 etc. If you aren't getting the sales you expect, continue to experiment with your search terms until you find you have the best combination of product title and search terms for your products.

You can find more details on how to create effective search terms Seller Central Help: Increase Sales -> Getting Started -> Using Search & Browse.

Search refinements through "Recommended Browse Node"

This process allows a product to be assigned to a certain product category which has been defined by Amazon.co.uk. By assigning a product with a browse node, you assign it to a shelf within Amazon's virtual warehouse, thus allowing potential customers to find the product. Correct browse node assignment is key to help search refinement on site.

1) Download the Browse Tree Guide file. The file can be found in Seller Central, just search for "Browse Tree Guides."

2) Identify the most appropriate bread crumb trail, for example: Grocery > Beer, Wine & Spirits > Wine. Please be as precise as possible. Don't use the browse node entries highlighted in grey colour (top level entries) as these are only included for navigational purposes.

3) Assign the associated browse node ID to the item in the feed (column “recommended- browse node”).

Note: If you do not provide at least one recommended browse node, your items will not be discoverable on Amazon.co.uk.

Variations

Variations are an important part in creating opportunities for your products on Amazon. If the product you are listing comes in different options then please create variations, for example, wine in a case of 6 and a case of 12.

Variations are created by associating each individual product option (ASIN Children) with a parent product (ASIN parent).

Although the parent product must be part of your product data, do not offer it on Amazon for sale. Instead, the Amazon catalogue uses the parent product as a basis to establish relationships between other products.

Variations are created during the product installation. You can watch a tutorial in Seller Central Help: Manage Inventory -> E-Learning Tutorials -> Creating Variations with a Flat File.