

# Bottle Shots

PHOTOGRAPHY

## BOTTLE PHOTO CHECKLIST

### SOME SUGGESTIONS FOR BOTTLE SELECTION

- Check that the bottle is as free of imperfections such as pits, bubbles, or chips as possible
- Make sure that each bottle's label is clearly printed, and without scuffs or scratches, particularly on any foiled surfaces
- Insure that the label is correctly aligned and at the proper height on the bottle
- Check to make sure that the bottle's seams don't run underneath any part of the label
- Inspect each bottle's fill to make certain that its contents properly occupy the bottle's neck
- Check foils and caps for dents and scrapes
- 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
- 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, and if so, please identify which label is intended for which country)
- 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 'favour' in taking its picture

### DELIVERY

- Please wrap the bottles you've chosen in tissue to give them added protection in transit
- Ship or deliver the bottles to my Fremantle office, and please send an email or call to alert me that you are planning to make an in-person delivery, or that bottles are on the way (if shipping, please use a signature-required, trackable service):

Bottleshots & Jay Heifetz Photography  
42 Pearse Street  
North Fremantle, WA 6159

Email: [Info@Bottleshots.com.au](mailto:Info@Bottleshots.com.au)  
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, "deep etched" against a pure white background and provided to you as high resolution digital files (300dpi sRGB Level 12 JPEGs), delivered electronically to a shared Drop Box folder. I can also supply you with thumbnail-sized low resolution (72dpi) JPEGs for use directly on your web site. Other available options include:
  - Digital manipulation for vintage removal or year change
  - Bottle group images, in a variety of arrangements and styles, either actual or staged
  - Close-up, angled, or other special bottle views with tight label or closure focus
  - Closure change from cork and foil to screw top, or vice versa
  - Images including special packaging (one, two, three, six or twelve packs)
  - Images with props including your branded merchandise, stemware, and/or food
  - Use of special backgrounds (colours, shadows, fabrics)
  - Frosted (refrigerated) white, sparkling, or rosé bottles
  - Special rush delivery options direct to third parties for urgent publication and/or award requirements

### LOGISTICS

- Please include a note advising me what types of images you require, or ask that I be in touch with you before shooting to confirm any specific requirements
- I'll call or email you for approval if one or more of your bottles requires special handling or will incur added cost/s
- Please advise what you'd like me to do with your bottles after they've been photographed: I can hold them in the Studio for you to pick up, Post them back to you at my cost of postage and handling, or keep them
- I'll normally shoot your bottles within 72 hours of receipt; let me know if your order is urgent, and if you need me to supply copies of your files to any third parties
- A Tax Invoice will accompany your delivery of image files, and payment is expected at that time

February, 2017

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