Frequently Asked Questions

Product Standardization and Data Policy on the SevenFifty Marketplace

Why is data standardization so important to SevenFifty? The ability to search and order from a centralized database of over one million products is what attracts over 80,000 buyers to our online marketplace.

Here, we share our standardization guidelines and best practices for accurately and consistently displaying your product data on the SevenFifty marketplace.

FAQ's:

1. Why are my products named differently on SevenFifty than what appears on my update file?
2. How does SevenFifty determine producer and product names?
3. Where do the images come from?
4. What do I do if the information on SevenFifty is incorrect?
5. What do I do if I don't like how a product is named (but is factually correct)?
6. Why are product names standardized?
7. What are SevenFifty's standardization guidelines?
8. Where do Product and Producer Descriptions come from?
9. What is the difference between 'About the product' and 'Distributor's notes'

1. Why are my products named differently on SevenFifty than what appears on my update file?

Product information that appears on update files is matched to existing standardized records in the SevenFifty database. That producer name and product name are shared by all vendors who carry that product.

If a product doesn't match an existing record, SevenFifty will create a new product record. A SevenFifty data specialist may submit a product clarification request if the information on the file is insufficient to determine a product's identity or if no information is readily available from the supplier's or producer's website or the product's TTB registration.

See SevenFifty as a data marketplace

2. How does SevenFifty determine producer and product names?

SevenFifty product names and producer names reflect information found on the label. In some instances, additional information (e.g. Red, White, or Sparkling) must be added to avoid possible confusion with similar products.

Producer names will be displayed as they appear on the front label. Sometimes the 'front label name' does not include words like 'Winery' or 'Domaine' and as a result, will not appear in the producer field.

Product names consist of Appellation + Fantasy name or vineyard name + Grape (if on the label). Winemaking techniques (e.g. Methode Traditionelle) or appellation quality level names (IGP, DOC, DOCG) are not included in SevenFifty product names.

SevenFifty's literal interpretation of producer and product names is critical for processing incoming product information consistently. Requests to add or alter the information that appears on the label cannot usually be accommodated for this reason.

For more information:
[How are producer names determined on SevenFifty?](#)
[How are wine names determined?](#)
[Wine Name Schema](#)

3. Where do the images come from?

SevenFifty always tries to add an image to new products as they're added to the marketplace. Since one image is usually shared by all vendors who carry a product, quality and source guidelines are applied to all images.

The three preferred sources for these images are COLA registrations, supplier websites, or producer websites. However, these images are not always available at the time a product is being processed.

Have an updated image suggestion? Please feel free to submit one through 'Suggest Correction'.

- For wines, label images are preferred so that the label information is visible in Browse.
- Images are not always vintage specific, although we do our best to keep them updated.
- Currently, only one image is supported for all container type and size variations of a product.

[Image, raw material, and tech sheet suggestion guidelines](#)

4. What do I do if the information on SevenFifty is incorrect?

Please read SevenFifty as a data marketplace and how SevenFifty determines producer and product names before sending suggestions that pertain to how producer and product names appear on the site.
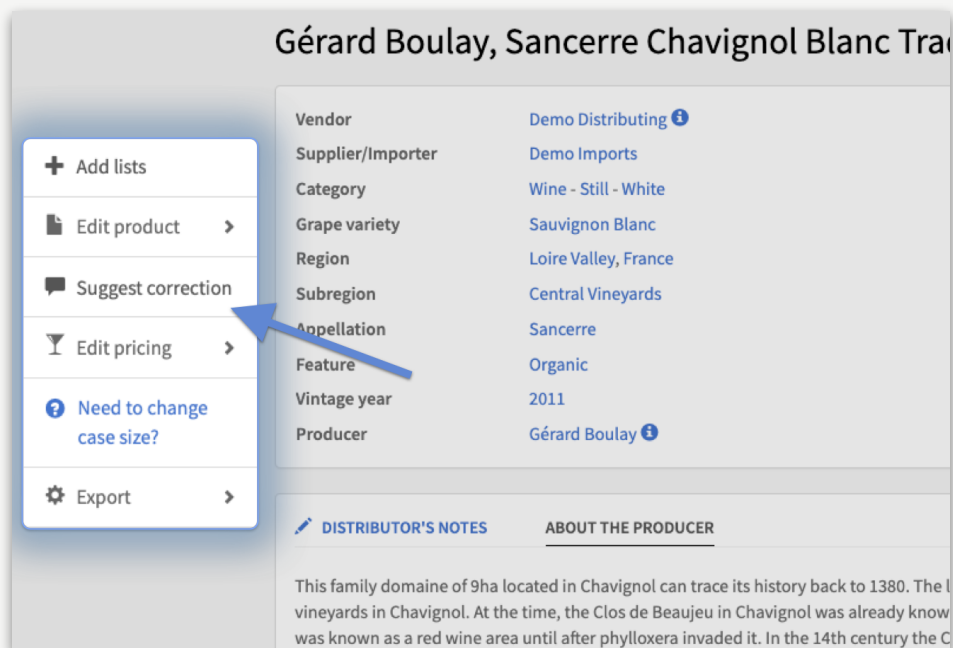
If you have any questions, we'll be happy to discuss those standards with you before submitting correction suggestions.

When to use 'Suggest Correction'
- The SKU and product identity don't match or if you notice any other inconsistencies.
- To add or correct metadata (images, descriptions, or features).
- To correct pricing and sizing issues*

*Depending on how your company submits product information to SevenFifty, these issues (e.g. vintage, prices) may require changing the information on the file sent to SevenFifty or in the system you have integrated with SevenFifty.

Image, raw material, and tech sheet suggestion guidelines

5. What do I do if I don't like how a product is named (but is factually correct)?

Name standardization is required for SevenFifty to be an effective marketplace. The information on the front label determines product and producer names. Requests to name products in a way that doesn't conform with the front label cannot be accommodated under regular circumstances. Please read SevenFifty [data standards](#) and how SevenFifty determines [producer](#) and [product](#) names to help determine whether your suggestion meets SevenFifty standards. If you still have questions about these naming standards, please feel free to submit your question [here](#) before making suggestions.

6. Why are product names standardized?

The SevenFifty marketplace is a data-driven platform that saves users time and improves the information flow between buyers, vendors, and suppliers.

Name standardization allows for optimal functionality in the following areas: faster file processing, faster and more efficient browse and ordering capabilities, and advanced business reporting (depending on subscription level).

7. What are SevenFifty's standardization guidelines?

The general guidelines for wine product names are:

Old World Wines
Appellation + Grape (if on label) + Fantasy Name + Reserve (if on label) + Style (if applicable)
Example: Barolo Cascina Francia

New World Wines
Grape (if on front label) + Vineyard or Fantasy name + Estate (if on label) + Reserve + Style, like Rosé (only when applicable) + Appellation
Example: Chardonnay Reserve Napa Valley

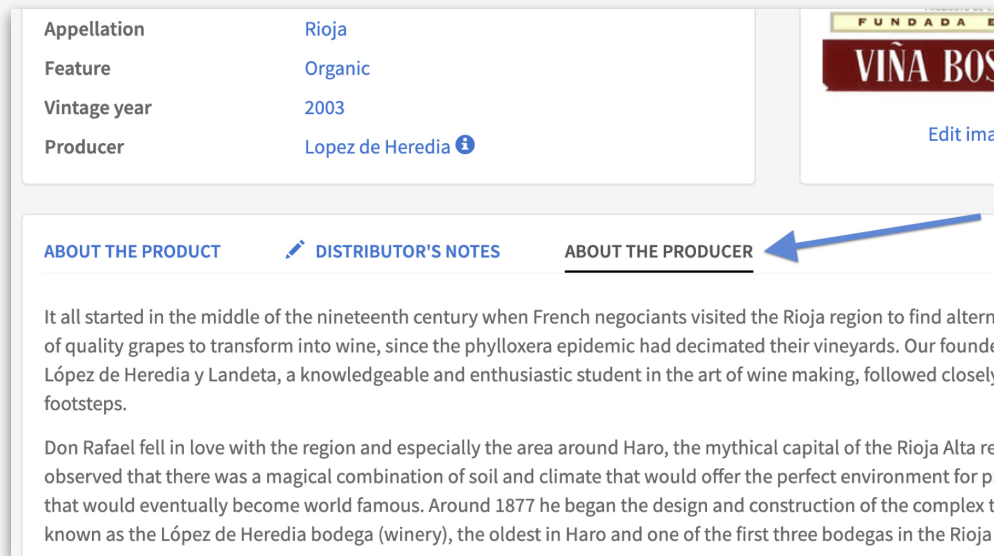[Wine Name Schema](#). Standards for some categories and product styles may vary.

8. Where do Product and Producer Descriptions come from?

'About the producer' and 'About the product' descriptions are sourced from the producer and sole U.S. supplier because they appear across all vendor portfolios that list the products on their SevenFifty marketplace.

'About the producer' and 'About the product' suggestions submitted through a distributor account will be compared against supplier and producer collateral. Description suggestions from the sole U.S. supplier will be added to the marketplace.

Distributors are solely responsible for adding/editing in 'Distributor's notes'. These are not processed through 'Suggest Correction.'
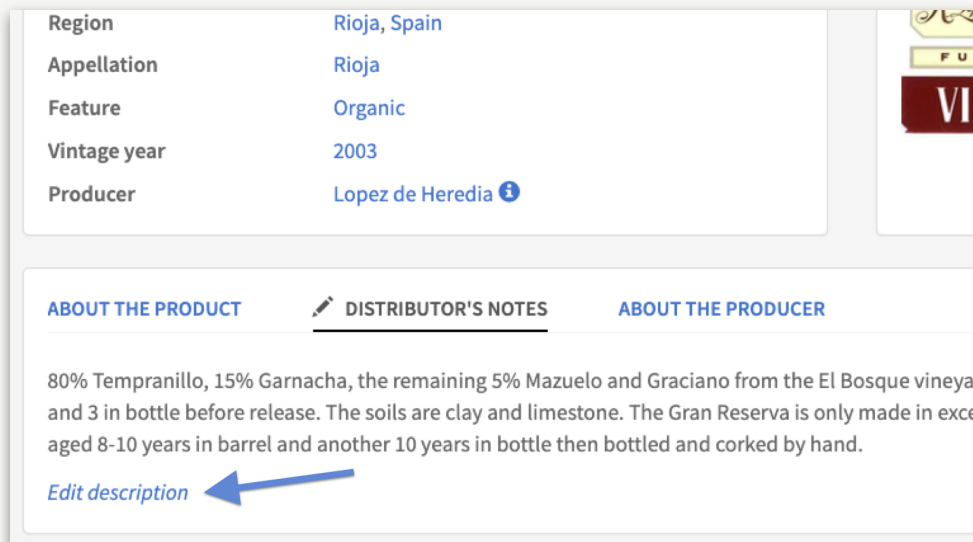
9. What is the difference between 'About the product' and 'Distributor's notes'?

'About the product' descriptions are shared by all distributors that represent a product while 'Distributor's note's' are market-specific notes maintained solely by the distributor.

Since 'About the product' descriptions are not market-specific, they are sourced from publicly available producer and U.S. supplier collateral. Distributor users who submit these suggestions will be asked to verify the source of this information. Those users with both distributor and SevenFifty for Importers and Producers (SFIP) accounts should send all suggestions from their SFIP account.

To submit 'About the product' descriptions please use 'Suggest Correction.' For distributor users, the source of the description will be confirmed at that time.

'Distributor's notes' are manually maintained through the SevenFifty marketplace by distributor users and are not processed through 'Suggest Correction' or managed by SevenFifty.

Region	Rioja, Spain
Appellation	Rioja
Feature	Organic
Vintage year	2003
Producer	Lopez de Heredia ⓘ

ABOUT THE PRODUCT   ✏ **DISTRIBUTOR'S NOTES**   **ABOUT THE PRODUCER**

80% Tempranillo, 15% Garnacha, the remaining 5% Mazuelo and Graciano from the El Bosque vineyar... and 3 in bottle before release. The soils are clay and limestone. The Gran Reserva is only made in exce... aged 8-10 years in barrel and another 10 years in bottle then bottled and corked by hand.

Edit description