

50-State Winery DTC Growth & Compliance Checklist

WELCOMING GUIDE FOR ESTATE & BOUTIQUE WINERIES

? Cooper's Friendly Checklist Note:

"Shipping nationwide doesn't have to be intimidating! Use this step-by-step checklist to prepare your wine storefront and wine club for smooth 50-state growth."

Email marketing remains the highest-converting digital channel for Direct-to-Consumer (DTC) wineries. Use this checklist to audit your marketing lists, email setups, and campaign copy before sending promotional campaigns.

1. Domain Authentication & Deliverability (The Mailbox Gates)

- ☐ **SPF (Sender Policy Framework) Record**
Ensure your domain DNS contains a valid SPF TXT record authorizing CaskStack's delivery nodes (e.g. Mailgun or Postmark) to send on your behalf (e.g. `v=spf1 include:mailgun.org ~all`).
- ☐ **DKIM (DomainKeys Identified Mail) Keys**
Generate and configure 2048-bit DKIM keys. Publish the public key as a DNS TXT record so mailbox providers can verify that email content was not altered in transit.
- ☐ **DMARC Alignment Policy**
Implement a DMARC policy in your DNS (`_dmarc.yourdomain.com`). Start with a monitoring policy (`p=none`) and transition to quarantine/reject policies.
- ☐ **One-Click Unsubscribe Header (RFC 8058)**
Include a compliant, automated, one-click unsubscribe mechanism in your email header. The unsubscribe link must also be clearly visible in the email footer.

2. TTB & FAA Advertising Regulations (The Federal Rules)

- ☐ **Mandatory Advertiser Identity (The Address Footer)**
Outgoing campaigns MUST display the name and physical address (street name, city, state, and zip) of the permit holder. In CaskStack, verify your footer includes: `{{ tenant.name }}` | `{{ tenant.address }}`.
- ☐ **Clear Product Disclosures**
State clearly the class or appellation of the wine advertised (e.g., "Red Wine", "Cabernet Sauvignon", or "Rosé"). Do not mislead consumers regarding origin, grape variety, or vintage.
- ☐ **Prohibition of Therapeutic or Health Claims**
Never claim or imply that consuming wine has health benefits or reduces stress. Focus copy on quality and flavor profiles rather than physical effects.

The 2026 DTC Wine Email Compliance & Deliverability Checklist

A CASKSTACK REGULATORY & MARKETING REFERENCE GUIDE

3. Demographics & Age Gate Compliance (The 73.8% LDA Rule)

☐ The 73.8% LDA (Legal Drinking Age) Threshold

Alcohol marketing campaigns must only be dispatched to lists where at least 73.8% of the recipients are verified 21+. Run list vetting in CaskStack to audit your cohort demographics before dispatch.

☐ Compliance Record Retention

Keep an audit trail of all list vetting tests, showing the verified LDA percentage, the timestamp, and the target audience sizes. CaskStack automatically archives this for 3 years.

4. Local-Option Shipping Eligibility (FIPS & Wet/Dry Zones)

☐ Wet vs. Dry County Verification

Check the recipient's ZIP code against wet/dry FIPS codes before shipping orders or sending targeted sales emails. Local option dry county rules apply in states like Kentucky and Mississippi.

☐ Storefront Masking via API Intercept

Integrate checkout options with CaskStack's `/api/compliance/check-shipping` endpoint. Storefronts can dynamically disable shipping options or mask SKUs for dry/restricted ZIP codes.

5. Data Privacy & Local Storage Transparency

☐ Privacy Policy First-Party Disclosure

Include a statement in your website Privacy Policy disclosing first-party local storage for 21+ age verification, state shipping compliance validation, and storefront analytics: *"We use first-party local storage and session data to verify 21+ age compliance, validate state shipping regulations, and analyze store performance. We do not sell your personal data or track you across third-party websites."*