

Content Model

Model components are defined within the Component Library. Each page listed in the site sections then lists the components which will comprise a particular page.

Component Library

Components											
Component - Associated FSD Name	Component - Associated FSD #	Component Name	Component Description	Component Part	Managed By/In	Entered By (Back End)	Required?	Max Char Count	Copy Deck?	Sample Content	Notes
Store Locator	4.2.2	Store Search Input	Enables customer to search for a particular store.	Search Title	IT/None	Component Controlled	Y	55 ch 1 line	Y	Find [Client] Locations Near Me	
Store Locator	4.2.2			Search Input Box	IT/None	Component Controlled	Y	N/A	N		
Store Locator	4.2.2			Search Input Guidance	IT/None	Component Controlled	Y	30 ch	Y	Enter city, state, or zip	
Store Locator	4.2.2			OR Text		Component Controlled	Y	2 ch	N		
				Use Your Location CTA	IT/None	Component Controlled	Y	20 ch 1 line	Y	Use Your Location	
Store Locator	4.2.2			See all stores CTA	IT/None	Component Controlled	Y	35 ch 1 line	Y	See all stores & shipping locations	
Store Locator	4.2.2			Stores by State Dropdown Label	IT/None	Component Controlled	Y	20 ch 1 line	Y	Find by State	
Store Locator	4.2.10			State	Business/Apex	System Supplied	Y	N/A	N	[Listing of all states by alpha order]	Includes states where there is a [Client] store that is open and conducting business, if store will be opening soon or ship-to locations.
Store Locator	4.2.10			City (Store Location)	Business/Apex	System Supplied	Y	N/A	N		
Store Locator	4.2.3			Results Message Text	IT/None	Component Controlled	Y	50 char 1 line	Y	We've found XX locations near 86134 withing 50 miles.	
Store Locator	4.2.3			Number of Locations	None/None	System Supplied	Y	[Combined with Above]	N		
Store Locator	4.2.3			Radius Zip Code	None/None	System Supplied	Y	[Combined with Above]	N		
Store Locator	4.2.3			Radius Mileage	Business/HMC	Component Controlled	Y	[Combined with Above]	N		
Store Locator	4.2.3	State-Level Message	Area for state-specific message in text format.	Message Text	Business/CMS	User Entered	N	90 char 3 lines	Y	Please note: Texas stores are closed on Sunday.	
Store Locator	4.2.4	Store Search Results	Address and store information associated with store search results. Multiple store results are possible.	Store Name	Business/Apex	System Supplied	Y	25 char 3 lines	N		
Store Locator	4.2.4			Address Line 1	Business/Apex	System Supplied	Y	33 char 2 lines	N		
Store Locator	4.2.4			Address line 2	Business/Apex	System Supplied	Y	33 char 2 lines	N		
Store Locator	4.2.4			City	Business/Apex	System Supplied	Y	33 char 2 lines	N		
Store Locator	4.2.4			State	Business/Apex	System Supplied	Y	[Combined with Above]	N		
Store Locator	4.2.4			Zip	Business/Apex	System Supplied	Y	[Combined with Above]	N		
Store Locator	4.2.4			Phone Number	Business/Apex	System Supplied	Y	10 char 1 line	N		
Store Locator	4.2.4			Store Icons	IT/None	User Entered - HMC	N	N/A	N		Icons associated with particular store amenities.
				Icons are managed by IT. Values are managed by business in Apex/HMC	Apex/HMC						
Store Locator	4.2.4			Mileage Estimate	None/None	System Supplied	Y	13 char 1 line	Y	XX mi away	
Store Locator	4.2.4			Store-level message.	Business/HMC	User Entered - HMC	N	40 char 3 lines	Y		
Store Locator	4.2.4			Store Button CTA	IT/None	Component Controlled	N	20 char 1 line	Y	Shop This Store Shopping This Store Coming Soon	Content dependent on pre-selection of store (or none).
Store Locator	4.2.3	Store Results Map	Map which visually displays location of stores listed in store results search.	Store Result Pin	IT/None	Component Controlled		N/A	N		
Store Locator	4.2.3			Store Tool Tip - Image	Business/HMC	User Entered - HMC	N	N/A	N		
Store Locator	4.2.3			Store Tool Tip - Store Name	Business/Apex	System Supplied	Y	25 char 3 lines	N		
Store Locator	4.2.3			Store Tool Tip - Address Line 1	Business/Apex	System Supplied	Y	33 char 2 lines	N		
Store Locator	4.2.3			Store Tool Tip - Address line 2	Business/Apex	System Supplied	N	33 char 2 lines	N		
Store Locator	4.2.3			Store Tool Tip - City	Business/Apex	System Supplied	Y	33 char 2 lines	N		
Store Locator	4.2.3			Store Tool Tip - State	Business/Apex	System Supplied	Y	[Combined with Above]	N		
Store Locator	4.2.3			Store Tool Tip - Zip	Business/Apex	System Supplied	Y	[Combined with Above]	N		
Store Locator	4.2.3			Store Tool Tip - Phone Number	Business/Apex	System Supplied	Y	10 char 1 line	N		
Store Locator	4.2.3			Get Directions CTA	IT/None	Component Controlled	Y	15 char 1 line	N		

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Store Locator	4.2.5	Store Feature Promotion	Cross-sell area that allows stores to highlight specific events and store amenities. This entire component is optional. If component is used, at least three Image/Title & CTA should be shown.	Promotion Image	Business/CMS	User Entered - Browse by	Y	N/A	N		
Store Locator	4.2.5			Promotion Title	Business/CMS	User Entered - Single Line Text	Y	18 char 1 line	N	Classes	
Store Locator	4.2.5			Promotion URL	Business/CMS	User Entered - Single Line Text	Y	N/A	N		Link to [Client] non-product information.
Store Locator	4.2.17	No Stores Nearby Message	Displays if no stores are found in store search radius.	No Stores Text	Business/CMS	User Entered - Single Line Text	Y	50 char 1 line	Y	We couldn't find any locations in your area.	Defer to copy deck.
Store Locator	4.2.17			Ship-to Text	Business/CMS	User Entered - Single Line Text	Y	25 char 1 line	Y	But we can ship to you in <state name>!	Defer to copy deck. State name provided by Apex.
Store Locator	4.2.17			State Name	IT/HMC [AP]	System Supplied	Y	N/A	N		
Store Locator	4.2.17			Promotion Image 1	Business/CMS	User Entered - Browse by	Y	N/A	N		Assumption: Images and associated titles are global, and are not clickable.
Store Locator	4.2.17			Promotion Image 2	Business/CMS	User Entered - Browse by	Y	N/A	N		
Store Locator	4.2.17			Promotion Image 3	Business/CMS	User Entered - Browse by	Y	N/A	N		
Store Locator	4.2.17			Use This Location Button CTA	IT/None	Component Controlled	Y	20 char 1 line	Y	Use This Location	
Store Locator	4.2.11	Store Location Map	Interactive map which allows customer to see which states have [Client] stores, or states where [Client] ships.	Search Store CTA	IT/None	Component Controlled	Y	40 char 1 line	Y	Search by city or zip code	
Store Locator	4.2.11			Map Title	IT/None	Component Controlled	Y	40 char 1 line	Y	Find [Client] Locations	
Store Locator	4.2.11			Map Toggle [2]	IT/None	Component Controlled	Y	17 char 1 line	Y	Our Stores, States We Ship To	Two options.
Store Locator	4.2.11			Instructional Text	IT/None	Component Controlled	Y	45 char 1 line	Y	Select a state below to see locations.	
Store Locator	4.2.11			Interactive Map Image	Business/CMS	User Entered	Y	N/A	N		
Store Locator	4.2.11	Store Location Map Description	Descriptive text regarding Store Location Map	Map Description Title		User Entered - Single Line Text	Y	30 char 1 line	Y		
Store Locator	4.2.11			Map Description Text		User Entered - Multi Line Text	Y	110 char 4 lines, then 'Read More'	Y		
Store Locator	4.2.17	Store Search - Multiple Locations	Provides user with options if multiple variants returned based on text entered in search box. OR provides additional guidance on how to search.	Multi Result Title	IT/None	Component Controlled	Y	25 char 1 line	Y	Did you mean:	
Store Locator	4.2.17			Location Variants	None/None	System Supplied (Google)	N/A	30 char 1 line	N		
Store Locator	4.2.17			Instructional Text	IT/None	Component Controlled	Y	28 char 5 lines	Y	Suggestions: Make sure all names are spelled correctly. Try adding a city, state, OR ZIP code.	
Store Locator	4.2.17			No Results Messaging - Title	Business/CMS	User Entered - Single Line Text	N	50 char 1 line	Y	We've found no results	
Store Locator	4.2.17			No Results Messaging - Text	Business/CMS	User Entered - Multi Line Text	N	33 char 5 lines	Y	We're sorry, we need more information. Please enter a ZIP code or City and State.	
Store Locator	4.2.11	All Store Locations	Provides user with complete list of [Client] stores with associated address and contact information.	All Store Location - Title	Business/CMS	User Entered - Single Line Text	Y	30 char 1 line	Y	All [Client] Store Locations	
Store Locator	4.2.11			State Sub Title	Business/CMS	User Entered - Single Line Text	Y	N/A	N		Repeats for each state.
Store Locator	4.2.11			Store Name	Business/Apex	System Supplied	Y	25 char 1 line	N		Repeats for each store location
Store Locator	4.2.11			Address Line 1	Business/Apex	System Supplied	Y	30 char 1 line	N		Repeats for each store location
Store Locator	4.2.11			Address line 2	Business/Apex	System Supplied	Y	30 char 1 line	N		Repeats for each store location
Store Locator	4.2.11			City	Business/Apex	System Supplied	Y	30 char 1 line	N		Repeats for each store location
Store Locator	4.2.11			State	Business/Apex	System Supplied	Y	See above	N		Repeats for each store location
Store Locator	4.2.11			Zip	Business/Apex	System Supplied	Y	See above	N		Repeats for each store location
Store Locator	4.2.11			Phone Number	Business/Apex	System Supplied	Y	10 char 1 line	N		Repeats for each store location
Store Locator	4.2.11			Details CTA	IT/None	Component Controlled	Y	27 char 1 line	N		Repeats for each store location
Store Locator	4.2.11			Shop Store CTA	IT/None	Component Controlled	Y	See above	N		Repeats for each store location
Store Locator	4.2.15	Store Hero-Multi Image	Store name and associated images.	Corporate & Store Name	Business/Apex	System Supplied	Y	50 char 1 line	Y	[Client] - Palm Desert	Confirm syntax
Store Locator	4.2.15			Primary Store Image	Business/HMC	User Entered - HMC	Y	N/A	N		
Store Locator	4.2.15			Additional Store Images [Multiple]	Business/HMC	User Entered - HMC	Y	N/A	N		Will the thumbnails be generated from the main image, or will this require two separate uploads? Dependent on DAM decision.
Store Locator	4.2.8	Explore the Store View	Google maps 360 view of store.	Map Title	Business/Apex	System Supplied (Google)	Y	N/A	Y	[Client] <Store Name>	

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Store Locator	4.2.8			Photo View Label & Link	Business/HMC	System Supplied (Google)	Y	N/A	N		The content creator will need to input the specific URL *for each store* for the required Google view..
Store Locator	4.2.8			Explore the Store Label & Link	IT/None	System Supplied (Google)	Y	N/A	N		
Store Locator	4.2.8			View Thumbnails	Business/HMC	System Supplied (Google)	Y	N/A	N		
Store Locator	4.2.8	Social/Utility	Social sharing options.	Facebook Like	IT/None	Component Controlled	Y	N/A	N		
Store Locator	4.2.8			Twitter	IT/None	Component Controlled	Y	N/A	N		
Store Locator	4.2.8			Pinterest	IT/None	Component Controlled	Y	N/A	N		
Store Locator	4.2.8			Google +	IT/None	Component Controlled	Y	N/A	N		
Store Locator	4.2.8	Store Description	Description of store, provides opportunity to ad text to assist in SEO.	Description Header	IT/None	Component Controlled	Y	20 char 1 line	N		
Store Locator	4.2.8			Description Copy	Business/HMC	User Entered - HMC	N	130 line 4 lines; then 'Read More'	N		
Store Locator	4.2.8	Store Highlights	Features store events or amenities. Note that is different component than Store Feature Promotion.	Store Highlights Title	IT/None	Component Controlled	Y	25 char 1 line	Y	Store Highlights	Assumption that this title will be globally consistent and not directly editable.
Store Locator	4.2.8			Highlight Image [Multiple]	Business/HMC	User Entered - Browse by	Y	N/A	N		
Store Locator	4.2.8			Highlight Title [Multiple]	Business/HMC	User Entered - Single Line Text	Y	25 char 1 line	N	Beer Growler Station	
Store Locator	4.2.8			Highlight Copy [Multiple]	Business/HMC	User Entered - Multi Line Text	Y	36 char 3 lines	N		
Store Locator	4.2.8			Highlight CTA [Multiple]	IT/None	User Entered - Single Line Text	N	25 char 1 line	N		
Store Locator	4.2.14	Staff, Careers & Charity	Area for specific store to list staff members, list career opportunities and discuss charity work.	Staff Members Tab Label	IT/None	Component Controlled	Y	25 char 1 line	N		
Store Locator	4.2.14			Staff Title [Multiple]	Business/Apex/HMC	System Supplied	Y	16 char 1 line	N		
Store Locator	4.2.14			Staff Member Name [Multiple]	Business/Apex/HMC	System Supplied	Y	13 char 2 line	N		
Store Locator	4.2.12			Careers Tab Label	IT/None	Component Controlled	Y	25 char 1 line	N		
Store Locator	4.2.12			Careers Copy	Business/HMC	User Entered - Multi Line Text	Y	130 line 8 lines	Y		
Store Locator	4.2.13			Charity & Donation Tab Label	IT/None	Component Controlled	N	25 char 1 line	N		
Store Locator	4.2.13			Charity Copy	Business/CMS	User Entered - Multi Line Text	N	130 line 12 lines	Y		
Store Locator	4.2.9	Store Details & Hours	Contact information, hours, amenities, features, etc. regarding a specific store.	Store Name	Business/Apex	System Supplied	Y	25 char 3 lines	N		
Store Locator	4.2.9			Address Line 1	Business/Apex	System Supplied	Y	33 char 2 lines	N		
Store Locator	4.2.9			Address line 2	Business/Apex	System Supplied	Y	33 char 2 lines	N		
Store Locator	4.2.9			City	Business/Apex	System Supplied	Y	33 char 2 lines	N		
Store Locator	4.2.9			State	Business/Apex	System Supplied	Y	[Combined with Above]	N		
Store Locator	4.2.9			Zip	Business/Apex	System Supplied	Y	[Combined with Above]	N		
Store Locator	4.2.9			Phone Number	Business/Apex	System Supplied	Y	10 char 1 line	N		
Store Locator	4.2.9			Weekly Ad CTA	IT/None [AP]	Component Controlled	N	15 char 1 line	Y	View Weekly Ad	
Store Locator	4.2.9			Get Directions CTA	IT/None	Component Controlled	y	15 char 1 line	N		
Store Locator	4.2.9			Store Hours Label	IT/None	Component Controlled	Y	15 char 1 line	Y	Store Hours	
Store Locator	4.2.9			Store Hours Notation	Business/HMC	User Entered - HMC	N	34 char 2 lines	N	Store closed on June 2, June 4 and June 5.	
Store Locator	4.2.9			Store Hours	Business/Apex	System Supplied	Y	N/A	N		
Store Locator	4.2.9			Next Weeks Hours Button CTA	IT/None	Component Controlled	Y	25 char 1 line			
Store Locator	4.2.9			Tasting Hours CTA	IT/None	Component Controlled	N	25 char 1 line	N		
Store Locator	4.2.9			Spirits Sales Hours CTA	IT/None	Component Controlled	N	25 char 1 line			
Store Locator	4.2.9			Store Details [Multiple]	Business/HMC	User Entered - HMC	N	34 char 2 lines	N	This store does not carry spirits.	

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Store Locator	4.2.9			Feature Icon & Label [Multiple]	Business/HMC. Icon iamges are managed by IT. NoSpiritsFlag is managed by business in Apex	User Entered - HMC	N	N/A	N	Growler Station Wi-Fi Classroom Cigar Humidor No Spirits Sold	Assumption: Content editor will select from available features from list in component. When selected the Feature Icon will automatically be supplied to page.
Store Locator	4.2.9			Meeting Room Title	Store name is managed by business/Apex	System Supplied	N	30 char 2 lines	Y	<Store Name> Store Meeting Room	Store name will be supplied by Apex, "Store Meeting Room" text controlled by template.
Store Locator	4.2.9			Meeting Room CTA	IT/None	Component Controlled	N	25 char 1 line	Y	Book Our Meeting Room	
Store Locator	4.2.9			In-Store Order Button Label & Link	IT/None	Component Controlled	Y	25 char 1 line	Y	Start In-Store Order	
Store Locator	4.2.9	Social List - Icons	Social Site icon with associated links.	Social List Title	IT/None	Component Controlled	Y	23 char 1 line	Y	Follow this store on	
Store Locator	4.2.9			Facebook Icon	IT/None	Component Controlled	Y	N/A	N		
Store Locator	4.2.9			Twitter Icon	IT/None	Component Controlled	Y	N/A	N		
Store Locator	4.2.9			Google + Icon	IT/None	Component Controlled	Y	N/A	N		
Store Locator	4.2.9			YouTube Icon	IT/None	Component Controlled	Y	N/A	N		
Store Locator	4.2.9			Pinterest Icon	IT/None	Component Controlled	Y	N/A	N		
Store Locator	4.2.9	Other Nearby Stores	Lists other stores near selected store.	Nearby Stores Title	IT/None	Component Controlled	Y	25 Char 1 Line	Y	Other Stores Nearby:	
Store Locator	4.2.9			Nearby Store Name & Link [Multiple]	Business/Apex	System Supplied	Y	30 Char 4 Lines	N		
Store Locator	4.2.8	Upcoming Events	Display information on upcoming events for a particular location.	Upcoming Event Section Title	Business/CMS	User Entered - Single Line Text	Y	25 char 1 line	Y	Upcoming Events	Per FSD, if no events are found in next 14 days the space shall collapse.
Store Locator	4.2.8			Location Name [Multiple]	Business/Apex	System Supplied	Y	29 char 2 lines	N		
Store Locator	4.2.8			Event Title [Multiple]	Business/Event ready	System Supplied	Y	19 char 2 lines	N		
Store Locator	4.2.8			Event Date and Time [Multiple]	Business/Event ready	System Supplied	Y	N/A	N		
Store Locator	4.2.8			Learn More CTA [Multiple]	IT/None	Component Controlled	N	15 char 1 line	N		Links to detail page. Assume this will be dynamic.
Store Locator	4.2.8			See All Events Label & Link	IT/None	Component Controlled	N	25 char 1 line	N	See All Upcoming Events	
Store Locator	4.2.8	Promotional Spot	Area for promotional material (banner) related to store.	Promo Spot Image	Business/CMS	User Entered - Browse by	N	N/A	N		
Store Locator	4.2.8			Promo Spot Link	Business/CMS	User Entered - Single Line Text	N	N/A	N		
PDP [Updates after Signoff]	4.3.1	PDP Page Navigation	Navigation circles which indicates movement to different sections of PDP (e.g. Overview, Product Details, Customer Ratings & Reviews, Related Items).	Circles	IT/None	Component Controlled	Y	N/A	N		Number of circles dependent on sections, see FSD for further detail.
PDP [Updates after Signoff]	4.3.1	Page Navigation Arrow	Arrow which allows user to move to different sections of PDP	Arrow Icons	IT/None	Component Controlled	Y	N/A	N		One left and one right arrow icon.
PDP [Updates after Signoff]	4.3.1	Legal Messaging	Contains legal disclaimers based on product price or promotions.	Legal Messaging Text [Multiple]	Business/CMS	User Entered - Multi Line Text	N	N/A	N		Assumption that legal messaging needs to be created by Legal counsel.
PDP [Updates after Signoff]	4.2.3	Product Image Gallery	Includes still images or videos associated	Product Image [Multiple]	Business/Product Cockpit	System Supplied	Y	N/A	N		Number of images are variable.
PDP [Updates after Signoff]	4.2.3			Product Image Thumbnail [Multiple]	Business/Product Cockpit	System Supplied	Y	N/A	N		Q for Amit: How will thumbnail images load for videos?
PDP [Updates after Signoff]	4.2.3			See All Brand Products CTA	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2	Product Image Gallery - Modal	Modal reflecting the videos, images in Product Image Gallery - but allows user to zoom images	Product Image [Multiple]	Business/Product Cockpit	System Supplied	Y	N/A	N		Future state.
PDP [Updates after Signoff]	4.3.2			Product Image Thumbnail [Multiple]	Business/Product Cockpit	System Supplied	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			See All Brand Products CTA	IT/None	Component Controlled	Y	35 Char 2 Lines	Y	View all [brand] products	
PDP [Updates after Signoff]	4.3.2			Zoom Buttoms	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Close Button	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2	Product Details	Contains information specific to product displayed.	XDirect Badge	Need more information	CMS, System Supplied	N	N/A	N		Populated based on information from Apex.
PDP [Updates after Signoff]	4.3.2			Product Name	Business/Apex	System Supplied	Y	25 char 2 lines	N		
PDP [Updates after Signoff]	4.3.2			Varietal Year	Business/Apex	System Supplied	N	[Combined with Above]	N		
PDP [Updates after Signoff]	4.3.2			Item Position Code	Business/Apex	System Supplied	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Customer Rating - Stars	Business/Apex	System Supplied (Bazaar Voice)	N	N/A	N		
PDP [Updates after Signoff]	4.3.2			Customer Rating - Number	Business/Apex	System Supplied (Bazaar Voice)	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Product Attributes	Business/Apex	System Supplied	N	50 Char 2 Lines	N		Not required as Accessories & More do not have required attributes.
PDP [Updates after Signoff]	4.3.2			Shelf Location	Business/Apex	System Supplied	Y	20 char 1 line	N		
PDP [Updates after Signoff]	4.3.2			Email Icon & Link	IT/None	Component Controlled	Y	N/A	N		On click, use the Email Product component.

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PDP [Updates after Signoff]	4.3.2			Print Icon & Link	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Share Icon - Selection	IT/None	Component Controlled	Y	N/A	N		Clicking icon will give user options to select a particular social link.
PDP [Updates after Signoff]	4.3.2			Pricing & Promotions	Business/Apex	System Supplied	Y	N/A	N		See Pricing & Promotions Components
PDP [Updates after Signoff]	4.3.2			Expert Product Rating Icon & Expert Source	Business/Apex	System Supplied	N	25 char 1 line	N		
PDP [Updates after Signoff]	4.3.2			Expert Product Rating Text	Business/Apex	System Supplied	N	50 Char 6 Lines	N		
PDP [Updates after Signoff]	4.3.2			Product Taste Profile	Business/Apex	System Supplied	N	60 Char 2 Lines	N		
PDP [Updates after Signoff]	4.3.2	Email Product Modal	Provides user with opportunity to email product information to another person.	Email Product Modal Title	IT/None	Component Controlled	Y	N/A	N	Email this Product	
PDP [Updates after Signoff]	4.3.2			Your Name Text	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Your Name Box	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Your Email Text	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Your Email Box	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Recipient's Name Text	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Recipient's Name Box	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Recipient's Email Text	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Recipient's Email Box	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Message Box	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Send Copy Text	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Send Copy Checkbox	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Disclaimer Text.	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Cancel CTA	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Submit CTA	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Close Button	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2	Inventory Availability Email Modal	Modal screen which allows user to be notified when a particular product is back in stock or available for shipping.	Product Name	Business/Apex	System Supplied	Y	25 char 2 lines	N		
PDP [Updates after Signoff]	4.3.2			Varietal Year	Business/Apex	System Supplied	N	[Combined with Above]	N		
PDP [Updates after Signoff]	4.3.2			Enter Email Text	IT/None	Component Controlled	Y	60 Char 3 Lines	Y	Please enter your email below.	
PDP [Updates after Signoff]	4.3.2			Notification Text [Multiple]	Business/CMS	User Entered - Multi Line Text	Y	[Combined with Above]	Y	We will notify you when this product becomes available at the Albuquerque (Cottonwood) store.	
PDP [Updates after Signoff]	4.3.2			Email Address Text	IT/None	Component Controlled	Y	35 Char 1 Line	N	Email address:	
PDP [Updates after Signoff]	4.3.2			Email Address Entry Box	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Email Address Text - Confirmation	IT/None	Component Controlled	Y	35 Char 1 Line	N	Re-enter your email address:	
PDP [Updates after Signoff]	4.3.2			Email Address Confirmation Box	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Cancel CTA	IT/None	Component Controlled	Y	6 Char 1 Line	N		
PDP [Updates after Signoff]	4.3.2			Submit CTA	IT/None	Component Controlled	Y	6 Char 1 Line	N		
PDP [Updates after Signoff]	4.3.2			Close Button	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2	X-Direct Tooltip	Tooltip overlay which appears when a user mouses over the Winery Direct Badge. There can be multiple Tooltips (Wine, Beer, Spirits).	Tooltip Image	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2			Learn More Button CTA & Link	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.2	Badge Tooltip [Multiples]	Tooltip overlay which appears when a user mouses over the a particular promotional or pricing Badge. There can be multiple Tooltips (Mix6, Bottle Buster, etc.)	Tooltip Title	Business/HMC [AP]	User Entered - Multi Line Text	Y	26 Char 2 Lines	Y	What is Mix6	
PDP [Updates after Signoff]	4.3.2			Tooltip Text	Business/HMC [AP]	User Entered - Multi Line Text	Y	32 Char 9 Lines	Y		
PDP [Updates after Signoff]	4.3.2	Buy Box	Allows customer to select product size, delivery method and quantity.	Volume Selection [Package Type]	Business/Apex	System Supplied	Y	17 char 1 line	N		Also called "product size" in taxonomy. Not required due to Accessories.
PDP [Updates after Signoff]	4.3.2			Eligible Delivery Method - Pick Up Text	IT/None	Component Controlled	N	25 char 3 lines	Y		CMS Prepopulated based on Apex Data
PDP [Updates after Signoff]	4.3.2			Eligible Delivery Method - Pick Up Alternate Text	IT/None	Component Controlled	N	36 char 1 line	Y	Available in X other stores nearby.	CMS Prepopulated based on Apex Data
PDP [Updates after Signoff]	4.3.2			Quantity Selector	IT/None	Component Controlled	N	N/A	N		CMS Prepopulated based on Apex Data (assuming there will be some limits to quantity)
PDP [Updates after Signoff]	4.3.2			Availability Messages [Multiple]	IT/None	Component Controlled	N	27 char 2 lines	Y	We apologize, this item is out of stock.	
PDP [Updates after Signoff]	4.3.2			Delivery Option Messages [Multiple]	IT/None	Component Controlled	N	27 char 1 line	Y	Limited quantity available.	
PDP [Updates after Signoff]	4.3.2			Add to Cart CTA	IT/None	Component Controlled	Y	11 Char 1 Line	N		

Components											
Component - Associated FSD Name	Component - Associated FSD #	Component Name	Component Description	Component Part	Managed By/In	Entered By (Back End)	Required?	Max Char Count	Copy Deck?	Sample Content	Notes
PDP [Updates after Signoff]	4.3.2			Add to List CTA	IT/None	Component Controlled	Y	11 Char 1 Line	N		
PDP [Updates after Signoff]	4.3.2			Pricing Disclaimers [Multiple]	Business/CMS	User Entered - Multi Line Text	N	27 Char 4 Lines	Y		
PDP [Updates after Signoff]	4.3.2	Inventory Removal Tooltip	Tooltip which displays when customer removes an item from cart.	Inventory Removal Title	IT/None	Component Controlled	Y	55 Char 1 Line	Y	The following items will be removed from your cart:	
PDP [Updates after Signoff]	4.3.2			Product Name [Multiple]	Business/Apex	System Supplied	Y	60 Char 2 Lines	N		
PDP [Updates after Signoff]	4.3.2			Varietal Year [Multiple]	Business/Apex	System Supplied	Y	[Combined with Above]	N		
PDP [Updates after Signoff]	4.3.2			Close Button	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.3	Product Related Content	Displays additional information about the product, e.g. producer, geography, varietal/type.	Product Related Content Title	Business/CMS [AP]	User Entered - Single Line Text	Y	25 Char 1 Line	Y	Product Details	Recommend that different title be used. This section has general information about where product was produced, etc. Number of images are variable.
PDP [Updates after Signoff]	4.3.3			Product Image	Business/Product Cockpit	System Supplied	Y	N/A	N		
PDP [Updates after Signoff]	4.3.3			See All Brand Products CTA	IT/None	Component Controlled	Y	35 Char 2 Lines	Y	View all [brand] products	
				Quantity Selector	IT/None	Component Controlled	N	N/A	N		CMS Prepopulated based on Apex Data (assuming there will be some limits to quantity)
PDP [Updates after Signoff]	4.3.3			Add to Cart CTA	IT/None	Component Controlled	Y	11 Char 1 Line	N		Click takes customer to interstitial.
PDP [Updates after Signoff]	4.3.3			Add to List CTA	IT/None	Component Controlled	Y	11 Char 1 Line	N		Click takes customer to interstitial.
PDP [Updates after Signoff]	4.3.3			Wine Producer Label	Business/CMS	Component Controlled	Y	25 Char 1 Line	N	The Producer	Would only appear if there was producer-related educational content.
PDP [Updates after Signoff]	4.3.3			Wine Producer Image/Video	Business/CMS	CMS Populated [Tag-based]	N	N/A	N		Only one image or video allowed. If multiple images uploaded - most recent image. Video takes precedence over all.
PDP [Updates after Signoff]	4.3.3			Wine Producer Text	Business/CMS	CMS Populated [Tag-based]	N	36 Char 10 Lines	N		Displays text from initial paragraph(s) from producer page. NOTE: The producer pages must be tagged to specific item codes for this functionality to work.
PDP [Updates after Signoff]	4.3.3			Wine Producer Link	Business/CMS	CMS Populated [Tag-based]	N	12 Char 1 Line	Y	Learn More	Links to producer page (if exists).
PDP [Updates after Signoff]	4.3.3			Varietal Label	Business/CMS	Component Controlled	Y	25 Char 1 Line	N	The Varietal	Would only appear if there was varietal-related educational content.
PDP [Updates after Signoff]	4.3.3			Varietal Image/Video	Business/CMS	CMS Populated [Tag-based]	N	N/A	N		Only one image or video allowed. If multiple images uploaded - most recent image. Video takes precedence over all.
PDP [Updates after Signoff]	4.3.3			Varietal Text	Business/CMS	CMS Populated [Tag-based]	N	36 Char 10 Lines	N		Displays text from initial paragraph(s) from varietaleducation page to which product belongs.
PDP [Updates after Signoff]	4.3.3			Varietal Link	Business/CMS	CMS Populated [Tag-based]	N	12 Char 1 Line	Y	Learn More	Links to GTW varietal page (if exists).
PDP [Updates after Signoff]	4.3.3			Region Label	Business/CMS	Component Controlled	Y	25 Char 1 Line	N	The Region	Would only appear if there was regional education content for wine.
PDP [Updates after Signoff]	4.3.3			Region Image/Video	Business/CMS	CMS Populated [Tag-based]	N	N/A	N		Only one image or video allowed. If multiple images uploaded - most recent image. Video takes precedence over all.
PDP [Updates after Signoff]	4.3.3			Region Text	Business/CMS	CMS Populated [Tag-based]	N	36 Char 10 Lines	N		Displays text from initial paragraph(s) from wine region education page to which product belongs.
PDP [Updates after Signoff]	4.3.3			Region Link	Business/CMS	CMS Populated [Tag-based]	N	12 Char 1 Line	Y	Learn More	Links to GTW Region page (if exists).
PDP [Updates after Signoff]	4.3.3			Brewer Label	Business/CMS	Component Controlled	Y	25 Char 1 Line	N	The Brewer	Would only appear if there was producer-related educational content for beer.
PDP [Updates after Signoff]	4.3.3			Brewer Image/Video	Business/CMS	CMS Populated [Tag-based]	N	N/A	N		Only one image or video allowed. If multiple images uploaded - most recent image. Video takes precedence over all.
PDP [Updates after Signoff]	4.3.3			Brewer Text	Business/CMS	CMS Populated [Tag-based]	N	36 Char 10 Lines	N		Displays text from initial paragraph(s) from producer/brewer page (up to max character count). NOTE: The producer pages must be tagged to specific item codes for this functionality to work.
PDP [Updates after Signoff]	4.3.3			Brewer Link	Business/CMS	CMS Populated [Tag-based]	N	12 Char 1 Line	Y	Learn More	Links to GTB Brewer page (if exists).
PDP [Updates after Signoff]	4.3.3			Beer Style Label	Business/CMS	Component Controlled	Y	25 Char 1 Line	N	The Style	Would only appear if there was beer style educational content for beer.
PDP [Updates after Signoff]	4.3.3			Beer Style Image/Video	Business/CMS	CMS Populated [Tag-based]	N	N/A	N		Only one image or video allowed. If multiple images uploaded - most recent image. Video takes precedence over all.

Components											
Component - Associated FSD Name	Component - Associated FSD #	Component Name	Component Description	Component Part	Managed By/In	Entered By (Back End)	Required?	Max Char Count	Copy Deck?	Sample Content	Notes
PDP [Updates after Signoff]	4.3.3			Beer Style Text	Business/CMS	CMS Populated [Tag-based]	N	36 Char 10 Lines	N		Displays text from initial paragraph(s) from beer style guide page. NOTE: The producer pages must be tagged to specific item codes for this functionality to work. Note for Tech: If no beer style, then default to beer varietal type.
PDP [Updates after Signoff]	4.3.3			Beer Style Link	Business/CMS	CMS Populated [Tag-based]	N	12 Char 1 Line	Y	Learn More	Links to GTB style page (if exists).
PDP [Updates after Signoff]	4.3.3			Spirits Producer Label	Business/CMS	Component Controlled	Y	25 Char 1 Line	N	The Producer	Would only appear if there was producer-related educational content.
PDP [Updates after Signoff]	4.3.3			Spirits Producer Image/Video	Business/CMS	CMS Populated [Tag-based]	N	N/A	N		Only one image or video allowed. If multiple images uploaded - most recent image. Video takes precedence over all.
PDP [Updates after Signoff]	4.3.3			Spirits Producer Text	Business/CMS	CMS Populated [Tag-based]	N	36 Char 10 Lines	N		Displays text from initial paragraph(s) from producer page. NOTE: The producer pages must be tagged to specific item codes for this functionality to work.
PDP [Updates after Signoff]	4.3.3			Spirits Producer Link	Business/CMS	CMS Populated [Tag-based]	N	12 Char 1 Line	Y	Learn More	Links to producer page (if exists).
				Spirits Cocktail Label	Business/CMS	Component Controlled	Y	25 Char 1 Line	N	The Cocktail Recipe	Would only appear if there was producer-related educational content.
				Spirits Cocktail Image	Business/CMS	CMS Populated [Tag-based]	N	N/A	N		Only one image or video allowed. If multiple images uploaded - most recent image. Video takes precedence over all.
				Spirits Cocktail Text	Business/CMS	CMS Populated [Tag-based]	N	36 Char 10 Lines	N		Displays text from recipe.
				Spirits Cocktail Link	Business/CMS	CMS Populated [Tag-based]	N	12 Char 1 Line	Y	Learn More	Links to cocktail page (if exists).
PDP [Updates after Signoff]	4.3.3	Buy Interstitial	Interstitial which provides product details and allows customer to select product size, delivery method and quantity. A combination of Product Details and Buy Box components.	XDirect Badge	TBD	CMS, System Supplied	N	N/A	N		
PDP [Updates after Signoff]	4.3.3			Product Name	Business/Apex	System Supplied	Y	25 char 2 lines	N		
PDP [Updates after Signoff]	4.3.3			Varietal Year	Business/Apex	System Supplied	Y	[Combined with Above]	N		
PDP [Updates after Signoff]	4.3.3			Item Position Code	Business/Apex	System Supplied	Y	N/A	N		
PDP [Updates after Signoff]	4.3.3			Customer Rating - Stars	None/None	System Supplied (Bazaar Voice)	N	N/A	N		
PDP [Updates after Signoff]	4.3.3			Customer Rating - Number	None/None	System Supplied (Bazaar Voice)	Y	N/A	N		
PDP [Updates after Signoff]	4.3.3			Product Attributes	Business/Apex	System Supplied	N	50 Char 2 Lines	N		
PDP [Updates after Signoff]	4.3.3			Shelf Location	Business/Apex	System Supplied	N	20 char 1 line	N		
PDP [Updates after Signoff]	4.3.3			Email Icon & Link	IT/None	Component Controlled	Y	N/A	N		On click, use the Email Product component.
PDP [Updates after Signoff]	4.3.3			Print Icon & Link	IT/None	Component Controlled	Y	N/A	N		
PDP [Updates after Signoff]	4.3.3			Share Icon - Selection	IT/None	Component Controlled	Y	N/A	N		Clicking icon will give user options to select a particular social link.
PDP [Updates after Signoff]	4.3.3			Pricing & Promotions	Business/Apex	System Supplied	Y	N/A	N		See Pricing & Promotions Components
PDP [Updates after Signoff]	4.3.3			Expert Product Rating Icon & Expert Source	Business/Apex	System Supplied	N	25 char 1 line	N		
PDP [Updates after Signoff]	4.3.3			Expert Product Rating Text	Business/Apex	System Supplied	N	50 Char 6 Lines	N		
PDP [Updates after Signoff]	4.3.3			Product Taste Profile	Business/Apex	System Supplied	N	60 Char 2 Lines	N		
PDP [Updates after Signoff]	4.3.3, 4.3.8			Volume Selection [Package Type]	Business/Apex	System Supplied	Y	17 char 1 line	N		Also called "product size" in taxonomy. Not required due to Accessories.
PDP [Updates after Signoff]	4.3.3			Eligible Delivery Method - Pick Up Text	IT/None	System Supplied	N	25 char 3 lines	Y		CMS Prepopulated based on Apex Data
PDP [Updates after Signoff]	4.3.3			Eligible Delivery Method - Pick Up Alternate Text	IT/None	System Supplied	N	36 char 1 line	Y	Available in X other stores nearby.	CMS Prepopulated based on Apex Data
PDP [Updates after Signoff]	4.3.3			Quantity Selector	None/None	System Supplied	N	N/A	N		CMS Prepopulated based on Apex Data (assuming there will be some limits to quantity)
PDP [Updates after Signoff]	4.3.3			Availability Messages [Multiple]	Business/HMC [AP]	User Entered - Multi Line Text	N	27 char 2 lines	Y	We apologize, this item is out of stock.	
PDP [Updates after Signoff]	4.3.3			Delivery Option Messages [Multiple]	Business/HMC [AP]	User Entered - Single Line Text	N	27 char 1 line	Y	Limited quantity available.	
PDP [Updates after Signoff]	4.3.3			Add to Cart CTA	IT/None	System Supplied	Y	11 Char 1 Line	N		
PDP [Updates after Signoff]	4.3.3			Add to List CTA	IT/None	System Supplied	Y	11 Char 1 Line	N		
PDP [Updates after Signoff]	4.3.3			Pricing Disclaimers [Multiple]	Business/HMC [AP]	User Entered - Multi Line Text	N	27 Char 4 Lines	Y		
PDP [Updates after Signoff]	4.3.4	Customer Ratings & Reviews	Displays detailed on customer rating and reviews for specific product.	TBD	None/None	TBD		Dependent on Web Service			Refer to Ratings, Reviews & Social FSD.

Components											
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PDP [Updates after Signoff]	4.3.5	Similar Products [Mutiple]	Provides a list of products similar the selected product.	Similar Products Label	IT/None	Component Controlled	N	20 char 1 line	Y	Similar Products	Similar products component will be driven by Rich Relevance.
PDP [Updates after Signoff]	4.3.5			XDirect Badge	IT/None	System Supplied	N	N/A	N		Populated based on information from Apex.
PDP [Updates after Signoff]	4.3.5			Product Thumbnail	Business/Product Cockpit	System Supplied	Y	N/A	N		
PDP [Updates after Signoff]	4.3.5			Product Name	Business/Apex	System Supplied	Y	25 char 3 lines	N		
PDP [Updates after Signoff]	4.3.5			Varietal Year	Business/Apex	System Supplied	Y	[Combined with Above]	N		
PDP [Updates after Signoff]	4.3.5			Customer Rating - Stars	None/None	System Supplied (Bazaar Voice)	N	N/A	N		
PDP [Updates after Signoff]	4.3.5			Customer Rating - Number	None/None	System Supplied (Bazaar Voice)	Y	N/A	N		
PDP [Updates after Signoff]	4.3.5			Expert Product Rating Icon & Expert Source	IT/None	System Supplied	N	25 Char 1 Line	N		
PDP [Updates after Signoff]	4.3.5			Badges [Multiple]	Business/Apex	System Supplied	N	N/A	N		Displays any additional badges beyond Expert Rating.
PDP [Updates after Signoff]	4.3.5			Pricing & Promotions	Business/Apex	System Supplied	Y	N/A	N		See Pricing & Promotions Components
PDP [Updates after Signoff]	4.3.5			In-Store Pickup Icon & Text	IT/None	Component Controlled	N	15 char 1 line	Y		CMS Prepopulated based on Apex Data
PDP [Updates after Signoff]	4.3.5			Shipping Icon & Text	IT/None	Component Controlled	N	15 char 1 line	Y	Available in X other stores nearby.	CMS Prepopulated based on Apex Data
PDP [Updates after Signoff]	4.3.5			Add to Cart CTA	IT/None	Component Controlled	Y	11 Char 1 Line	N		
PDP [Updates after Signoff]	4.3.5			Add to List CTA	IT/None	Component Controlled	Y	11 Char 1 Line	N		
PDP [Updates after Signoff]	4.3.5			Availability Messages [Multiple]	Business/HMC [AP]	User Entered - Multi Line Text	N	27 char 2 lines	Y	We apologize, this item is out of stock.	
PDP [Updates after Signoff]	4.3.5			Delivery Option Messages [Multiple]	Business/HMC [AP]	User Entered - Single Line Text	N	27 char 1 line	Y	Some items will be removed from your cart if you add this item to your cart.	
PDP [Updates after Signoff]	4.3.2			Pricing Disclaimers [Multiple]	Business/HMC [AP]	User Entered - Single Line Text	N	27 Char 4 Lines	Y		
PDP [Updates after Signoff]	4.3.5			Similar Products Error	Business/HMC [AP]	User Entered - Single Line Text	N	45 Char 5 Lines	Y	We're sorry. We don't have any similar products to display.	
PDP [Updates after Signoff]	4.3.5	Related Items [Multiple]	Provides a list of products which complement the selected product (e.g. if wine, then corkscrew is shown).	Related Items Title	Business/CMS	Component Controlled	N	20 char 1 line	Y	& More	Similar products component will be driven by Rich Relevance.
PDP [Updates after Signoff]	4.3.5			Product Thumbnail	Business/Product Cockpit	System Supplied	Y	N/A	N		
PDP [Updates after Signoff]	4.3.5			Product Name	Business/Apex	System Supplied	Y	25 char 3 lines	N		
PDP [Updates after Signoff]	4.3.5			Customer Rating - Stars	None/None	System Supplied (Bazaar Voice)	N	N/A	N		
PDP [Updates after Signoff]	4.3.5			Customer Rating - Number	None/None	System Supplied (Bazaar Voice)	Y	N/A	N		
PDP [Updates after Signoff]	4.3.5			Price	Business/Apex	System Supplied	Y	N/A	N		See Pricing & Promotions Components
PDP [Updates after Signoff]	4.3.5			In-Store Pickup Icon & Text	IT/None	Component Controlled	N	15 char 1 line	Y		CMS Prepopulated based on Apex Data
PDP [Updates after Signoff]	4.3.5			Shipping Icon & Text	IT/None	Component Controlled	N	15 char 1 line	Y	Available in X other stores nearby.	CMS Prepopulated based on Apex Data
PDP [Updates after Signoff]	4.3.5			Add to Cart CTA	IT/None	Component Controlled	Y	11 Char 1 Line	N		
PDP [Updates after Signoff]	4.3.5			Add to List CTA	IT/None	Component Controlled	Y	11 Char 1 Line	N		
PDP [Updates after Signoff]	4.3.5			Availability Messages [Multiple]	Business/HMC [AP]	User Entered - Multi Line Text	N	27 char 2 lines	Y	We apologize, this item is out of stock.	
PDP [Updates after Signoff]	4.3.5			Delivery Option Messages [Multiple]	Business/HMC [AP]	User Entered - Single Line Text	N	27 char 1 line	Y	Some items will be removed from your cart if you add this item to your cart.	
PDP [Updates after Signoff]	4.3.5			Pricing Disclaimers [Multiple]	Business/HMC [AP]	User Entered - Single Line Text	N	27 Char 4 Lines	Y		
PDP [Updates after Signoff]	4.3.5			Related Items Error	Business/HMC [AP]	User Entered - Single Line Text	N	45 Char 5 Lines	Y	We're sorry. We don't have any related items to display.	
PDP [Updates after Signoff]	4.3.6	Discontinued Product	Messaging for fully discontinued products.	Product Image	Business/Product Cockpit	System Supplied	Y	N/A	N		Suggested alternative products will be displayed in separate component.
PDP [Updates after Signoff]	4.3.6			Product Name	Business/Apex	System Supplied	Y	25 char 3 lines	N		
PDP [Updates after Signoff]	4.3.6			Item Code ID	Business/Apex	System Supplied	Y	N/A	N		
PDP [Updates after Signoff]	4.3.6			Discontinued Text	IT/None	Component Controlled	Y	45 Char 5 Lines	Y	We apologize, this items has been discontinued. Please browse our similar items.	
PDP [Updates after Signoff]	4.3.7	More Stores - Inventory	Lists stores (and their detail) which have inventory for selected item.	Product Name	Business/Apex	System Supplied	Y	35 Char 2 Lines	N		
PDP [Updates after Signoff]	4.3.7			Varietal Year	Business/Apex	System Supplied	N	[Combined with Above]	N		
PDP [Updates after Signoff]	4.3.7			Store Inventory Text	IT/None	Component Controlled	Y	50 char 1 Line	Y	Is available in this store:	
PDP [Updates after Signoff]	4.3.7			Stores within Text	IT/None	Component Controlled	Y	45 char 1 Line	N	X stores within XX miles	Use with Stores with Radius, Radius Mileage fields.

Components											
Component - Associated FSD Name	Component - Associated FSD #	Component Name	Component Description	Component Part	Managed By/In	Entered By (Back End)	Required?	Max Char Count	Copy Deck?	Sample Content	Notes
PDP [Updates after Signoff]	4.3.7			Stores within Radius	IT/None	System Supplied	Y	[Combined with Above]	N		
PDP [Updates after Signoff]	4.3.7			Radius Mileage	Business/HMC	Component Controlled	Y	[Combined with Above]	N		
PDP [Updates after Signoff]	4.3.7			Store Name	Business/Apex	System Supplied	Y	35 Char 1 Line	N		
PDP [Updates after Signoff]	4.3.7			Distance to Store	None/None	System Supplied	Y	[Combined with Above]	N		
PDP [Updates after Signoff]	4.3.7			Address Line 1	Business/Apex	System Supplied	Y	37 Char 1 Line	N		
PDP [Updates after Signoff]	4.3.7			Address line 2	Business/Apex	System Supplied	Y	37 Char 1 Line	N		
PDP [Updates after Signoff]	4.3.7			City	Business/Apex	System Supplied	Y	37 Char 1 Line	N		
PDP [Updates after Signoff]	4.3.7			State	Business/Apex	System Supplied	Y	[Combined with Above]	N		
PDP [Updates after Signoff]	4.3.7			Zip	Business/Apex	System Supplied	Y	[Combined with Above]	N		
PDP [Updates after Signoff]	4.3.7			Phone Number	Business/Apex	System Supplied	Y	37 Char 1 Line	N		
PDP [Updates after Signoff]	4.3.7			View on Map	None/None	System Supplied (Google)	Y	37 Char 1 Line	N		
PDP [Updates after Signoff]	4.3.7			Availability Icon [Multiple]	IT/None	Component Controlled	Y	N/A	N		Includes in-store pickup, shipping
PDP [Updates after Signoff]	4.3.7			Make This My Store/Add to Cart CTA	IT/None	Component Controlled	Y	20 char 1 line	Y	Make This My Store	CTA display is conditional. See FSD for detail.
Pricing & Promotion	4.2.1	Product Detail Pricing	Detailed information on product pricing.	Promotional Price	IT/None [AP]	System Supplied	N	N/A	N		While no one price is required. At least one price must be displayed.
Pricing & Promotion	4.2.1			Promo Badge	IT/None [AP]	System Supplied	N	N/A	N		
Pricing & Promotion	4.2.1			Promo Badge Disclaimer	IT/HMC [AP]	User Entered - HMC	Y	N/A	Y		
Pricing & Promotion	4.2.1			Sales Price	IT/None [AP]	System Supplied	N	N/A	N		
Pricing & Promotion	4.2.1			EDLP	IT/None [AP]	System Supplied	N	N/A	N		EDLP=Everyday Low Price
Pricing & Promotion	4.2.1			Price Indicator	IT/None [AP]	System Supplied	N	N/A	N		
Pricing & Promotion	4.2.1			Additional Fees [Multiple]	IT/None [AP]	System Supplied	Y	N/A	N		
Pricing & Promotion	4.2.1			Additional Fee/Tax Details	IT/HMC [AP]	User Entered - HMC	Y	N/A	Y		aka Additional Charge Info
Pricing & Promotion	4.2.1			Pricing Badge	IT/None [AP]	System Supplied	N	N/A	N		Example: Limited Time Special
Pricing & Promotion	4.2.2		Pricing disclaimer information.	Pricing Disclaimer	IT/HMC [AP]	User Entered - HMC	N	N/A	Y		
Pricing & Promotion	4.5	Grid - Thumbnail View	Pricing information for product grid list.	Promotional Price	IT/None [AP]	System Supplied	N	N/A	N		While no one price is required. At least one price must be displayed.
Pricing & Promotion	4.5			Promo Badge	IT/None [AP]	System Supplied	N	N/A	N		
Pricing & Promotion	4.5			Promo Badge Disclaimer	IT/HMC [AP]	User Entered- HMC	Y	N/A	Y		
Pricing & Promotion	4.5			Sales Price	IT/None [AP]	System Supplied	N	N/A	N		
Pricing & Promotion	4.5			EDLP	IT/None [AP]	System Supplied	N	N/A	N		EDLP=Everyday Low Price
Pricing & Promotion	4.5			Price Indicator	IT/None [AP]	System Supplied	Y	N/A	N		
Pricing & Promotion	4.5			Additional Fees [Multiple]	IT/None [AP]	System Supplied	Y	N/A	N		
Pricing & Promotion	4.5			Additional Fee/Tax Details	IT/HMC [AP]	User Entered - HMC	Y	N/A	Y		aka Additional Charge Info
Pricing & Promotion	4.5			Pricing Badge	IT/None [AP]	System Supplied	N	N/A	N		Example: Limited Time Special
Pricing & Promotion	4.5			Pricing Badge Information	IT/HMC [AP]	User Entered - HMC	N	N/A	Y		Tooltip
Pricing & Promotion	4.7	List Tile Pricing	Pricing information for list style price.	Promotional Price	IT/None [AP]	System Supplied	N	N/A	N		While no one price is required. At least one price must be displayed.
Pricing & Promotion	4.7			Promo Badge	IT/None [AP]	System Supplied	N	N/A	N		
Pricing & Promotion	4.7			Promo Badge Disclaimer	IT/HMC [AP]	User Entered- HMC	Y	N/A	Y		
Pricing & Promotion	4.7			Sales Price	IT/None [AP]	System Supplied	N	N/A	N		
Pricing & Promotion	4.7			Price Indicator	IT/None [AP]	System Supplied	Y	N/A	N		
Pricing & Promotion	4.7			Additional Fees [Multiple]	IT/None [AP]	System Supplied	Y	N/A	N		
Pricing & Promotion	4.7			Additional Fee/Tax Details	IT/HMC [AP]	User Entered- HMC	Y	N/A	Y		aka Additional Charge Info
Pricing & Promotion	4.7			Pricing Badge	IT/None [AP]	System Supplied	N	N/A	N		Example: Limited Time Special
Pricing & Promotion	4.7			Pricing Badge Information	IT/HMC [AP]	User Entered- HMC	N	N/A	Y		Tooltip
Pricing & Promotion	4.10.1	Shopping Cart - Line Item	Pricing information as part of shopping cart.	Promotional Price	IT/None [AP]	System Supplied	N	N/A	N		May need to be updated based on Shopping Cart FSD.
Pricing & Promotion	4.10.1			Promo Badge	IT/None [AP]	System Supplied	N	N/A	N		
Pricing & Promotion	4.10.1			Promo Badge Disclaimer	IT/HMC [AP]	User Entered- HMC	Y	N/A	Y		
Pricing & Promotion	4.10.1			Sales Price	IT/None [AP]	System Supplied	N	N/A	N		
Pricing & Promotion	4.10.1			Price Indicator	IT/None [AP]	System Supplied	Y	N/A	N		
Pricing & Promotion	4.10.1			Additional Fees [Multiple]	IT/None [AP]	System Supplied	Y	N/A	N		
Pricing & Promotion	4.10.1			Additional Fee/Tax Details	IT/HMC [AP]	User Entered- HMC	Y	N/A	Y		
Pricing & Promotion	4.10.1			Pricing Badge	IT/None [AP]	System Supplied	N	N/A	N		
Pricing & Promotion	4.10.1			Pricing Badge Information	IT/HMC [AP]	User Entered- HMC	N	N/A	Y		
Pricing & Promotion	4.10.1	Event Price	Pricing for events only.	Unit Price	IT/Apex [AP]	System Supplied	N	N/A	Y		May need to be updated based on Shopping Cart FSD. Note for Tech: If the event price input is 0.00 or the field has not been filled out, the word "FREE" should dislavl.
Pricing & Promotion	4.10.1			Unit Price Description	IT/None [AP]	Component Controlled	Y	N/A	N	per person	
Pricing & Promotion	4.10.1			Total Price	IT/None [AP]	System Supplied	N	N/A	Y		
Pricing & Promotion	4.10.3, 4.12	Cart Calculation	Supplies final cost information for selected products and total price for all.	Promo Code Title	IT/None [AP]	Component Controlled	Y	N/A	N		

Components											
Component - Associated FSD Name	Component - Associated FSD #	Component Name	Component Description	Component Part	Managed By/In	Entered By (Back End)	Required?	Max Char Count	Copy Deck?	Sample Content	Notes
Pricing & Promotion	4.10.3, 4.12			Promo Code Entry Box	None/None [AP]	Component Controlled	Y	N/A	N		
Pricing & Promotion	4.10.3, 4.12			Promo Code CTA	IT/None [AP]	Component Controlled	Y	N/A	N		
Pricing & Promotion	4.10.3, 4.12			Discount Information Label	IT/None [AP]	Component Controlled	N	N/A	N		
Pricing & Promotion	4.10.3, 4.12			Discount Text	IT/HMC [AP]	User Entered - HMC	N	N/A	N		
Pricing & Promotion	4.10.3, 4.12			Remove CTA	IT/None [AP]	Component Controlled	N	N/A	N		
Pricing & Promotion	4.10.3			Subtotal Amount	IT/None [AP]	System Supplied	Y	N/A	N		
Pricing & Promotion	4.10.3			Sales Tax Calculation	IT/None [AP]	System Supplied	Y	N/A	N		
Pricing & Promotion	4.10.3			Estimated Shipping Amount	IT/None [AP]	System Supplied	Y	N/A	N		
Pricing & Promotion	4.10.3			Estimated Total Amount	IT/None [AP]	System Supplied	Y	N/A	N		
Pricing & Promotion	4.10.3			Your Savings Calculation	IT/None [AP]	System Supplied	Y	N/A	N		
Pricing & Promotion	4.10.3			Checkout Disclaimer	IT/HMC [AP]	User Entered - HMC	Y	N/A	Y		
Pricing & Promotion	4.10.3			Checkout CTA	IT/None [AP]	Component Controlled	Y	N/A	N		
Pricing & Promotion	4.10.3			Continue Shopping CTA	IT/None [AP]	Component Controlled	Y	N/A	N		
Pricing & Promotion	4.10.3	Mini Cart	Supplies overview of cost information for selected products and total price for all.	Cart Title	IT/None [AP]	Component Controlled	Y	N/A	N	(X) Items in Your Cart	May need to be updated based on Shopping Cart FSD.
Pricing & Promotion	4.10.3			Sales Price	IT/None [AP]	System Supplied	N	N/A	N		
Pricing & Promotion	4.10.3			Promo Badge	IT/None [AP]	System Supplied	N	N/A	N		
Pricing & Promotion	4.10.3			Promo Badge Disclaimer	IT/HMC [AP]	User Entered - HMC	Y	N/A	Y		
Pricing & Promotion	4.10.3			Promotional Price	IT/None [AP]	System Supplied	N	N/A	N		While no one price is required. At least one price must be displayed.
Pricing & Promotion	4.10.3			Pricing Badge	IT/None [AP]	System Supplied	N	N/A	N		
Pricing & Promotion	4.10.3			Pricing Badge Information	IT/HMC [AP]	User Entered - HMC	N	N/A	Y		
Pricing & Promotion	4.10.3			Subtotal Amount	IT/None [AP]	System Supplied	Y	N/A	N		
Product List/Grid View	3.1.1	Product List/Grid Hero - Link List	Optional hero space for merchandising. Image only.	Product List Hero - Image	Business/CMS	User Entered - Image Browse	Y	N/A	N		Product List Hero is optional. User has option to provide three different variants. : Suggest control at Department Level. Acceptable?
Product List/Grid View	3.1.1			Product List Hero - Title	Business/CMS	User Entered - Single Line Text	Y	TBD; Email out to VD	Y	"Not sure what you're looking for?"	
Product List/Grid View	3.1.1			Product List Hero - Related Links	Business/CMS	User Entered - Single Line Text	Y	TBD; Email out to VD	N	"Top California Wines"	Manual links based on campaign pages that a Content Author can link to and label.
Product List/Grid View	3.1.1	Product List/Grid Hero - CTA	Optional hero space for merchandising. Image, Text plus CTA.	Product List Hero - Image	Business/CMS	User Entered	N	N/A	N		
Product List/Grid View	3.1.1			Product List Hero - Title	Business/CMS	User Entered	N	N/A	N		
Product List/Grid View	3.1.1			Product List Hero - Subtitle	Business/CMS	User Entered	N	N/A	N		
Product List/Grid View	3.1.1			Product List Hero CTA	Business/CMS	User Entered	N	N/A	N		
Product List/Grid View	3.1.1	Product List/Grid Hero - Blocks [Multiple]	Optional hero space for merchandising. Image, Title and CTA.	Product List Hero - Block Image	Business/CMS	User Entered	N	N/A	N		Suggested maximum number of blocks: 6. Defer to Visual Design. Assumption that each block will be clickable.
Product List/Grid View	3.1.1			Product List Hero - Block Text	Business/CMS	User Entered	N	N/A	N		
Product List/Grid View	3.1.1			Product List Hero - Block URL	Business/CMS	User Entered	N	N/A	N		
Product List/Grid View	3.1.2	Catalog View and Sort	Provides display options for manipulation of product grid/list.	Availability Tab Label - Text	IT/None	Component Controlled	Y	20 ch; 1 line	N	Available to You	
Product List/Grid View	3.1.2			Availability Tab Label - Amount	IT/None	Component Controlled	Y	N/A	N		
Product List/Grid View	3.1.2			Instructional Text - Show	IT/None	Component Controlled	Y	N/A	N	Show	
Product List/Grid View	3.1.2			In Store Toggle	IT/None	Component Controlled	Y	N/A	N		
Product List/Grid View	3.1.2			Shipping Toggle	IT/None	Component Controlled	Y	N/A	N		
Product List/Grid View	3.1.2			Both Toggle	IT/None	Component Controlled	Y	N/A	N		
Product List/Grid View	3.1.2			Instructional Text - Sort By	IT/None	Component Controlled	Y	N/A	N	Sort By	
Product List/Grid View	3.1.2			Sort By Dropdown List	IT/None	Component Controlled	Y	15 ch; 1 line	N		List options: Featured Expert Ratings Customer Ratings Price (High to Low) Price (Low to High) Product Name (A-Z) Product Name (Z-A)
Product List/Grid View	3.1.2			Instructional Text - Show	IT/None	Component Controlled	Y	N/A	N	Show	
Product List/Grid View	3.1.2			Numerical Selection Dropdown	IT/None	Component Controlled	Y	10 ch; 1 line	N		Options: 48 100 200
Product List/Grid View	3.1.2			Grid View Option 1	IT/None	Component Controlled	Y	N/A	N		
Product List/Grid View	3.1.2			Grid View Option 2	IT/None	Component Controlled	Y	N/A	N		
Product List/Grid View	3.1.2			Full Catalog Tab Label - Text	IT/None	Component Controlled	Y	20 ch; 1 line	N	Available to You	
Product List/Grid View	3.1.2			Full Catalog Tab Label - Amount	IT/None	Component Controlled	Y	N/A	N		
Product List/Grid View	3.1.2			Instructional Text - Sort By	IT/None	Component Controlled	Y	N/A	N	Sort By	

Components											
Component - Associated FSD Name	Component - Associated FSD #	Component Name	Component Description	Component Part	Managed By/In	Entered By (Back End)	Required?	Max Char Count	Copy Deck?	Sample Content	Notes
Product List/Grid View	3.1.2			Sort By Dropdown List	IT/None	Component Controlled	Y	15 ch; 1 line	N		List options: Featured Expert Ratings Customer Ratings Price (High to Low) Price (Low to High) Product Name (A-Z) Product Name (Z-A)
Product List/Grid View	3.1.2			Instructional Text - Show	IT/None	Component Controlled	Y	15 ch; 1 line	N	Show	
Product List/Grid View	3.1.2			Numerical Selection Dropdown	IT/None	Component Controlled	Y	N/A	N		Options: 48 100 200
Product List/Grid View	3.1.2			Grid View Option 1	IT/None	Component Controlled	Y	N/A	N		
Product List/Grid View	3.1.2			Grid View Option 2	IT/None	Component Controlled	Y	N/A	N		
Product List/Grid View	3.1.5	Grid/List - In Page Messaging	Instructional error messages to be shown based on user selections.	Error Messaging - Multiple	Business/CMS	User Entered - Multi Line Text	N	N/A	Y	Unfortunately, we do not have any stores near you. Check out our entire catalog of products.	
Product List/Grid View	3.1.5	Grid/List - Top of Page Mesaging	Error message to be displayed at the top of the page restricted to a user.	Error Messaging - Multiple	Business/CMS	User Entered - Multi Line Text	N	N/A	Y	Due to regulatory constraints, Spirits cannot be picked up in-store or shipped to Virginia.	Component must allow for Author to embed links.
Product List/Grid View	3.1.3	Product List Tile	Display product information in a list view.	Product Thumbnail	Business/Product Cockpit	System Supplied	Y	N/A	N		
Product List/Grid View	3.1.3			Product Name	Business/Apex	System Supplied	Y	20 ch/line; 3 lines	N		
Product List/Grid View	3.1.3			Varietal Year	Business/Apex	System Supplied	Y	[Combined with Above]	N		
Product List/Grid View	3.1.3			Product Size	Business/Apex	System Supplied	Y	N/A	N		Also called packaging type.
Product List/Grid View	3.1.3			Customer Rating - Stars	None/None	System Supplied (Bazaar Voice)	N	N/A	N		
Product List/Grid View	3.1.3			Customer Rating - Number	None/None	System Supplied (Bazaar Voice)	Y	N/A	N		
Product List/Grid View	3.1.3			Expert Product Rating Icon & Expert Source	IT/None	System Supplied	N	N/A	N		
Product List/Grid View	3.1.3			Expert Product Rating Text	Business/Apex	System Supplied	N	60 ch/line; 3 lines	N		175 Char Max, then read more
Product List/Grid View	3.1.3			Store Location	IT/None	System Supplied	Y	23 ch; 1 line	N		
Product List/Grid View	3.1.3			In-Store Pickup Icon & Text	IT/None	Component Controlled	N	15 ch; 1 line	Y		
Product List/Grid View	3.1.3			Shipping Icon & Text	IT/None	Component Controlled	N	10 ch; 1 line	Y		
Product List/Grid View	3.1.3			Badges [Multiple]	Business/Apex	System Supplied	N	N/A	N		
Product List/Grid View	3.1.3			Pricing & Promotions	Business/Apex	System Supplied	Y	N/A	N		See Pricing & Promotions components.
Product List/Grid View	3.1.3			Add to Cart CTA	IT/None	Component Controlled	Y	10 ch; 1 line	N		
Product List/Grid View	3.1.3			Add to List CTA	IT/None	Component Controlled	Y	10 ch; 1 line	N		
Product List/Grid View	3.1.3			Add to - Error Messaging	IT/None	Component Controlled	N	20 ch/line; 3 lines	Y	Change your olocation to see delivery options for this item.	
Product List/Grid View	3.1.3	List Grid Promo Tile	Optional promotional information for a particular department.	Promo Image	Business/CMS	User Entered - Browse By	Y	N/A	N		
Product List/Grid View	3.1.3			Promo Link	Business/CMS	User Entered	Y	N/A	N		
Product List/Grid View	3.1.4	Product Grid Tile	Display product information in a grid view.	Expert Product Rating Icon	IT/None	System Supplied	N	N/A	N		
Product List/Grid View	3.1.4			Product Thumbnail	Business/Product Cockpit	System Supplied	Y	N/A	N		
Product List/Grid View	3.1.4			Product Name	Business/Apex	System Supplied	Y	30 ch/line; 2 lines	N		
Product List/Grid View	3.1.4			Varietal Year	Business/Apex	System Supplied	Y	[Combined with Above]	N		
Product List/Grid View	3.1.4			Customer Rating - Stars	None/None	System Supplied (Bazaar Voice)	N	N/A	N		
Product List/Grid View	3.1.4			Customer Rating - Number	None/None	System Supplied (Bazaar Voice)	Y	N/A	N		
Product List/Grid View	3.1.4			Store Location	IT/None	System Supplied	Y	15 ch; 1 line	N		
Product List/Grid View	3.1.4			In-Store Pickup Icon & Text	IT/None	Component Controlled	N	15 ch; 1 line	Y		
Product List/Grid View	3.1.4			Shipping Icon & Text	IT/None	Component Controlled	N	15 ch; 1 line	Y		
Product List/Grid View	3.1.4			Badges [Multiple]	Business/Apex	System Supplied	N	N/A	N		
Product List/Grid View	3.1.4			Pricing & Promotions	Business/Apex	System Supplied	Y	N/A	N		See Pricing & Promotions components.
Product List/Grid View	3.1.4			Add to Cart CTA	IT/None	Component Controlled	Y	10 ch; 1 line	N		
Product List/Grid View	3.1.4			Add to List CTA	IT/None	Component Controlled	Y	10 ch; 1 line	N		
Product List/Grid View	3.1.4			Add to - Error Messaging	IT/None	Component Controlled	N	58 ch; 1 line	Y	Change your olocation to see delivery options for this item.	
Product List/Grid View	3.1.6	Store Selector Navigation Tile	Allows user to select from 3 store options based on location awareness.	Tile Title	IT/None	Component Controlled	Y	25 ch; 1 line	Y	Closest Store	Use in conjunction with Navigation components (Left Nav).
Product List/Grid View	3.1.6			Store Options	IT/None	System Supplied	Y	25 ch; 1 line	N		Displays closest stores based on rules in FSD.
Home Page Age Gating - Desktop	3.1.3	Age Gate Interstitial	This is the required component that determines whether or not a user is legally of age to drink in the US (and thus allowed to view the site). This component is implemented when a cookie confirming age over 21 is not detected.	[Client] Logo	IT/None	Component Controlled	Y	N/A	N	[Client] logo	What about for non-US users? Same gate attributes?
Home Page Age Gating - Desktop	3.1.3			Welcome Message	Business/CMS	User Entered - Multi Line Text	Y	40 ch/line; 2 lines	Y	"As a retailer of wine, beer, and spirits ..."	
Home Page Age Gating - Desktop	3.1.3			Birthday Question	IT/None	Component Controlled	Y	N/A	Y	"Were you born before this date?"	
Home Page Age Gating - Desktop	3.1.3		Displays today's date, minus 21 years.	Birthday Field - Month	IT/None	System Supplied	Y	N/A	N		Calendar Month [Month]

Components											
Component - Associated FSD Name	Component - Associated FSD #	Component Name	Component Description	Component Part	Managed By/In	Entered By (Back End)	Required?	Max Char Count	Copy Deck?	Sample Content	Notes
Home Page Age Gating - Desktop	3.1.3		Displays today's date, minus 21 years.	Birthday Field - Day	IT/None	System Supplied	Y	N/A	N		Calendar Date [##]
Home Page Age Gating - Desktop	3.1.3		Displays today's date, minus 21 years.	Birthday Field - Year	IT/None	System Supplied	Y	N/A	N		Calendar Year [####]
Home Page Age Gating - Desktop	3.1.3			No - CTA	IT/None	Component Controlled	Y	N/A	N		
Home Page Age Gating - Desktop	3.1.3			Yes - CTA	IT/None	Component Controlled	Y	N/A	N		Per the FSD, if the user clicks "Yes" they will be directed to the requested URL that prompted the Age Gate Interstitial.
Home Page Age Gating - Desktop	3.1.3			Log In - CTA	IT/None	Component Controlled	Y	N/A	N	"Login to Account"	
Home Page Age Gating - Desktop	3.1.3			Legal Copy	Business/CMS	User Entered - Multi Line Text	Y	100 ch/line; 4 lines	N		
Home Page Age Gating - Desktop	3.1.3	Re-direct Interstitial	This is the component that displays if a user clicks the No - CTA. Per the FSD, this interstitial should display for 10 seconds, then re-driect the user to a URL configurable by the business	Logo	IT/None	Component Controlled	Y	N/A	N		
Home Page Age Gating - Desktop	3.1.3			Re-direct Interstitial Message	IT/None	Component Controlled	Y	75 ch/line; 3 lines	Y	"We apologize, ..."	
Home Page Age Gating - Desktop	3.1.3			Re-direct URL	IT/None	Component Controlled	Y	N/A	N/A		Per the FSD, the default URL is Centurycouncil.org
Home Page Age Gating - Desktop	3.1.3	Login Interstitial	This is the interstitial that appears when a user selects the Login CTA on the Age Gate Interstitial.	Logo	IT/None	Component Controlled	Y	N/A	N		
Home Page Age Gating - Desktop	3.1.3			Login Welcome Message	IT/None	Component Controlled	Y	40 ch/line; 2 lines	Y	"Please sign into your account..."	
Home Page Age Gating - Desktop	3.1.3			Email Label	IT/None	Component Controlled	Y	N/A	N/A	Email Address	
Home Page Age Gating - Desktop	3.1.3			Email Input Field	None/None	Component Controlled	Y	N/A	N/A		
Home Page Age Gating - Desktop	3.1.3			Password Label	IT/None	Component Controlled	Y	N/A	N/A	Password	
Home Page Age Gating - Desktop	3.1.3			Password Input Field	None/None	Component Controlled	Y	N/A	N/A		
Home Page Age Gating - Desktop	3.1.3			Remember Me Checkbox	None/None	Component Controlled	Y	N/A	N/A		
Home Page Age Gating - Desktop	3.1.3			Remember Me Label	IT/None	Component Controlled	Y	N/A	TBD	Remember Me	
Home Page Age Gating - Desktop	3.1.3			Forgot Your Password CTA	IT/None	Component Controlled	Y	N/A	N/A	"Remember Your Password"	
Home Page Age Gating - Desktop	3.1.3			Cancel CTA	IT/None	Component Controlled	Y	N/A	N/A	"Cancel"	
Home Page Age Gating - Desktop	3.1.3			Log In CTA	IT/None	Component Controlled	Y	N/A	N/A	"Log In"	
Home Page Age Gating - Desktop	3.1.6, 3.1.7, 3.1.8	Carousel	This is the background image that carousel that displays on the home page. Per the FSD, the timer setting that determines how often the images rotate can be set by the business.	Slide Image (Hero Area)	Business/CMS	User Entered - Image Browse	Y	N/A	N/A		See FSD for requirements related to store level, global level, etc.
Home Page Age Gating - Desktop	3.1.6			Carousel Timer	Business/CMS	User Entered - Decimal [AP]	Y	N/A	N/A		
Home Page Age Gating - Desktop	3.1.6			Carousel Directional Arrows	IT/None	Component Controlled	N	N/A	N/A		Per the FSD, if only one slide is available in the Carousel than these arrows will not display.
Home Page Age Gating - Desktop	3.1.6			Page Indication Circles	IT/None	Component Controlled	N	N/A	N/A		Per the FSD, up to 5 circles can display and is based on how many slides uploaded to the Carousel by the Content Author. If only one slide has been uploaded to the Carousel than these circles will not display.
Home Page Age Gating - Desktop	3.1.7, 3.1.8		The Text Lockup Element can be placed by the Content Author in slots/quadrants on a page. The author-defined area on the page determines the location of the text.	Text Lockup Element - Headline Copy	Business/CMS	User Entered - Single Line Text	Y	20 ch; 1 line	Y	"Winery Direct"	
				Text Lockup Element - Sub-Headline Copy	Business/CMS	User Entered - Single Line Text	N	23 ch; 1 line	Y	"Summer Seasonals"	
Home Page Age Gating - Desktop	3.1.7, 3.1.8			Text Lockup Element - Body Copy	Business/CMS	User Entered - Multi Line Text	Y	33 ch/line; 4 lines	Y		
Home Page Age Gating - Desktop	3.1.7, 3.1.8			Text Lockup Element - Body Copy - Dynamic Hyperlink	Business/CMS	System Supplied	N	N/A	N/A	"Charlestown, SC"	Rules on how the dynamic hyperlink will be implemented will be defined in the CMS FSD.
Home Page Age Gating - Desktop	3.1.7, 3.1.8			Text Lockup Element - Image Thumbnail	Business/CMS	User Entered - Image Browse	N	N/A	N/A		
Home Page Age Gating - Desktop	3.1.7, 3.1.8			Text Lockup Element - CTA Link	Business/CMS	User Entered - Single Line Text	Y	13 ch; 1 line	N/A		Details on how the business will define which CTA URLs are hard-coded versus dynamic will be available in the CMS FSD.
Home Page Age Gating - Desktop	3.1.7, 3.1.8			Text Lockup Element - CTA Label	Business/CMS	User Entered - Single Line Text	Y	12 ch; 1 line	Y	"More Details"	
Home Page Age Gating - Desktop	3.1.8		This element allows the business to define a featured product item on the home page. This element can be placed in conjunction with one Text Lockup Element and one Product Strip Element (optional).	Large Product Element - Product ID Field	Business/CMS	User Entered - Single Line Text [AP]	Y	N/A	N/A		This is the field in which the business (Content Author/Manager) will define what product to feature in this element.
Home Page Age Gating - Desktop	3.1.8			Large Product Element - Product Image	Business/CMS	System Supplied	Y	N/A	N/A		Details on how the business will manage the product image element will be available in the CMS FSD. Note that the thumbnail image should live on the left side of the body conv.
Home Page Age Gating - Desktop	3.1.8			Large Product Element - Product Title	Business/Apex	System Supplied	Y	22 ch/line; 3 lines	N/A	"Manage a Trois Rouge, Sonoma County"	
Home Page Age Gating - Desktop	3.1.8			Large Product Element - Product Size	Business/Apex	System Supplied	Y	N/A	N/A		

Components											
Component - Associated FSD Name	Component - Associated FSD #	Component Name	Component Description	Component Part	Managed By/In	Entered By (Back End)	Required?	Max Char Count	Copy Deck?	Sample Content	Notes
Home Page Age Gating - Desktop	3.1.8			Large Product Element - Expert Rating	Business/Apex	System Supplied	N	N/A	N/A		
Home Page Age Gating - Desktop	3.1.8			Large Product Element - Regular Price	Business/Apex	System Supplied	N	N/A	N/A		
Home Page Age Gating - Desktop	3.1.8			Large Product Element - Promo Price	Business/Apex	System Supplied	N	N/A	N/A		
Home Page Age Gating - Desktop	3.1.8			Large Product Element - Promo Badge	Business/Apex	System Supplied	N	N/A	N/A		
Home Page Age Gating - Desktop	3.1.8		Product Strip defines a minimum of three and a maximum of four products that the business wishes to feature on the home page. Note that the only fields a Content Author/Manager should "see" in the CMS are Product ID fields 1-4. This is an optional Sub Component	Product Strip - Product ID Field - Positions 1-4 (Note that the fields below relevant to the Product Strip sub-component should be repeated for each Product ID Field position.)	Business/CMS	User Entered - Single Line Text [AP]	Y	N/A	N/A		These are the fields in which the business (Content Author/Manager) will define what products to feature in each Product Strip "slot". There should be four of these total, with Product ID Position fields 1-3 Required.
Home Page Age Gating - Desktop	3.1.8			Product Strip - Minimal Product Tile - Product Title	Business/Apex	System Supplied	Y	19 ch/line; 3 lines	N/A		
Home Page Age Gating - Desktop	3.1.8			Product Strip - Minimal Product Tile - Product Size	Business/Apex	System Supplied	Y	N/A	N/A		
Home Page Age Gating - Desktop	3.1.8			Product Strip - Minimal Product Tile - Expert Rating	Business/Apex	System Supplied	N	N/A	N/A		
Home Page Age Gating - Desktop	3.1.8			Product Strip - Minimal Product Tile - Regular Price	Business/Apex	System Supplied	Y	N/A	N/A		
Home Page Age Gating - Desktop	3.1.8			Product Strip - Minimal Product Tile - Price Badge	Business/Apex	System Supplied	N	N/A	N/A	"Bottle Buster"	
Home Page Age Gating - Desktop	3.1.8			Product Strip - Minimal Product Tile - Promo Price	Business/Apex	System Supplied	N	N/A	N/A		
Home Page Age Gating - Desktop	3.1.8			Product Strip - Minimal Product Tile - Promo Badge	Business/Apex	System Supplied	N	N/A	N/A		
Home Page Age Gating - Desktop	3.1.11	Store Info - Dropdown Overlay (Store selected)	This is the store detail overlay dropdown component that appears underneath a selected store, as selected by the user.	Store Name	Business/Apex	Dropdown	Y	N/a	N/A		Wireframe behavior requirement: Upon accessing the homepage for the first time, an overlay will appear beneath the current store location (either geo-located, or selected as a preference).
Home Page Age Gating - Desktop	3.1.11			Close Button (x)	IT/None	Component Controlled	Y	N/A	N/A	X	The overlay closes when a user clicks this 'X' in the top right of the overlay.
Home Page Age Gating - Desktop	3.1.11			Open Today Label	IT/None	Component Controlled	Y	N/A	TBD	Open Today:	
Home Page Age Gating - Desktop	3.1.11			Store Hours	Business/Apex	System Supplied	Y	N/A	N/A	"9am - 10pm"	
Home Page Age Gating - Desktop	3.1.11			Phone Label	IT/None	Component Controlled	Y	N/A	TBD	Phone Label	
Home Page Age Gating - Desktop	3.1.11			Store Phone	Business/Apex	System Supplied	Y	N/A	N/A	(###) ###-####	
Home Page Age Gating - Desktop	3.1.11	Store Info - Shipping Dropdown Overlay Component	This is the Shipping overlay component that displays if a user selects the Shipping Method.	Available to Ship Label	IT/None	Component Controlled	Y	N/A	TBD	Available to Ship:	
Home Page Age Gating - Desktop	3.1.11			Available to Ship Icons	IT/None	System Supplied	Y	N/A	N/A		These display depending on what the store/area is eligible to ship. These include (by priority): Wine Spirits Beer Accessories Cigars Gifts
Home Page Age Gating - Desktop	3.1.11			Next Event Label	IT/None	Component Controlled	N	N/A	TBD	"Next Event"	
Home Page Age Gating - Desktop	3.1.11			Event Title	Business/EventReady	System Supplied	N	25 ch/line; 2 lines	TBD	"Meet the Winemaker March 19th, 6pm-9pm"	Should appear based on event tagging and calendar.
Home Page Age Gating - Desktop	3.1.11			Event CTA	Business/EventReady	System Supplied	N	N/A	N/A		Links to the Event Detail page and is made up of the Event Title.
Home Page Age Gating - Desktop	3.1.11			Carrot/Arrow	IT/None	Component Controlled	N	N/A	N/A		If an event detail page exists and is displayed, '>' symbol appears next to the event title to signify to the user to click through.
Home Page Age Gating - Desktop	3.1.11			Tool Tip Overlay	Business/CMS	User Entered - Multi Line Text	Y	200 ch	Y	"<We are able to ship this product..."	Appears when a user rolls over a particular icon or image. Note that a tool tip is required for each icon/image available to ship. Thus, this field must be repeated for the following items: Wine Accessories Gifts (Beer, Cigars and Spirits do not require content because they are not currently eligible for

Content Model: Wine

Content Model - Wine (Use in conjunction with Component Library)							
Wireframe Deck/Section	Wireframe Page Name	Department	Page Type	Components Available	Field Name or Option (if applicable)	Tagged Based Rules	Notes
Product Detail Page	Desktop Modules (View 1)	Wine	Wine PDP	PDP Page Navigation			
Product Detail Page	Desktop Modules (View 1)	Wine	Wine PDP	Page Navigation Arrow			
Product Detail Page	Desktop Modules (View 1)	Wine	Wine PDP	Legal Messaging			
Product Detail Page	Desktop Modules (View 1)	Wine	Wine PDP	Product Image Gallery			
Product Detail Page	Desktop Product Image Zoom Behavior	Wine	Wine PDP	Product Image Gallery - Modal			
Product Detail Page	Desktop Modules (View 1)	Wine	Wine PDP	Product Details			
Product Detail Page	Desktop Store Inventory Variations	Wine	Wine PDP	Email Product Modal			
Product Detail Page	Desktop Inventory Availability Email Sign-up	Wine	Wine PDP	Inventory Availability Email Modal			
Product Detail Page	Desktop Winery Direct Sales Strategy	Wine	Wine PDP	X-Direct Tooltip			
Product Detail Page	Badge Tooltip	Wine	Wine PDP	Badge Tooltip [Multiples]			
Product Detail Page	Desktop Modules (View 1)	Wine	Wine PDP	Buy Box			
Product Detail Page	Desktop Delivery Options	Wine	Wine PDP	Inventory Removal Tooltip			
Product Detail Page	Desktop Modules (View 2)	Wine	Wine PDP	Product Related Content		Display only if educational or category page content (existing in any module field below).	
Product Detail Page	Desktop Modules (View 2)	Wine	Wine PDP	Product Related Content	Wine Producer Label	Display label (The Producer) if educational content, tagged to wine, and producer (brand).	Would only appear if there was producer-related educational content.
Product Detail Page	Desktop Modules (View 2)	Wine	Wine PDP	Product Related Content	Wine Producer Image/Video	Display based on videos, images tagged to wine and producer (brand).	Only one image or video allowed. If multiple images uploaded - most recent image. Video takes precedence over all.
Product Detail Page	Desktop Modules (View 2)	Wine	Wine PDP	Product Related Content	Wine Producer Text	Display text if educational content, tagged to wine, and producer (brand).	Displays text from initial paragraph(s) from producer page. NOTE: The producer pages must be tagged to specific item codes for this functionality to work.
Product Detail Page	Desktop Modules (View 2)	Wine	Wine PDP	Product Related Content	Wine Producer Link	Link of "Learn More" links to educational page tagged to wine, and product's producer (brand).	Links to producer page (if exists).
Product Detail Page	Desktop Modules (View 2)	Wine	Wine PDP	Product Related Content	Varietal Label	Display label (The Varietal) if educational content, and tagged to product's varietal.	Would only appear if there was varietal-related educational content.
Product Detail Page	Desktop Modules (View 2)	Wine	Wine PDP	Product Related Content	Varietal Image/Video	Display based on videos, images tagged to wine and product's varietal.	Only one image or video allowed. If multiple images uploaded - most recent image. Video takes precedence over all.
Product Detail Page	Desktop Modules (View 2)	Wine	Wine PDP	Product Related Content	Varietal Text	Display label (The Producer if educational content, and tagged to product's varietal.	Displays text from initial paragraph(s) from varietaleducation page to which product belongs.
Product Detail Page	Desktop Modules (View 2)	Wine	Wine PDP	Product Related Content	Varietal Link	Link of "Learn More" links to educational page tagged to wine, and product's varietal.	Links to GTW varietal page (if exists).
Product Detail Page	Desktop Modules (View 2)	Wine	Wine PDP	Product Related Content	Region Label	Display label (The Region) if educational content, and tagged to product's region.	Would only appear if there was regional education content for wine.
Product Detail Page	Desktop Modules (View 2)	Wine	Wine PDP	Product Related Content	Region Image/Video	Display based on videos, images tagged to wine and product's region.	Only one image or video allowed. If multiple images uploaded - most recent image. Video takes precedence over all.
Product Detail Page	Desktop Modules (View 2)	Wine	Wine PDP	Product Related Content	Region Text	Display label (The Producer if educational content, and tagged to product's region.	Displays text from initial paragraph(s) from wine region education page to which product belongs.
Product Detail Page	Desktop Modules (View 2)	Wine	Wine PDP	Product Related Content	Region Link	Link of "Learn More" links to educational page tagged to wine, and product's region.	Links to GTW Region page (if exists).
Product Detail Page	Desktop "Buy" Interstitial	Wine	Wine PDP	Buy Interstitial			
Product Detail Page	Desktop Modules (View 3)	Wine	Wine PDP	Customer Ratings & Reviews			
Product Detail Page	Desktop Modules (View 4)	Wine	Wine PDP	Similar Products [Mutiple]			
Product Detail Page	Desktop Modules (View 4)	Wine	Wine PDP	Related Items [Multiple]			

Content Model: Beer

Content Model - Beer (Use in conjunction with Component Library)							
Wireframe Deck/Section	Wireframe Page Name	Department	Level 2 Page	Components Available	Field Name or Option (if applicable)	Tagged Based Rules	Notes
Product Detail Page	Desktop Modules (View 1)	Beer	Beer PDP	PDP Page Navigation			
Product Detail Page	Desktop Modules (View 1)	Beer	Beer PDP	Page Navigation Arrow			
Product Detail Page	Desktop Modules (View 1)	Beer	Beer PDP	Legal Messaging			
Product Detail Page	Desktop Modules (View 1)	Beer	Beer PDP	Product Image Gallery			
Product Detail Page	Desktop Product Image Zoom Behavior	Beer	Beer PDP	Product Image Gallery - Modal			
Product Detail Page	Desktop Modules (View 1)	Beer	Beer PDP	Product Details			
Product Detail Page	Desktop Store Inventory Variations	Beer	Beer PDP	Email Product Modal			
Product Detail Page	Desktop Inventory Availability Email Sign-up	Beer	Beer PDP	Inventory Availability Email Modal			
Product Detail Page	Desktop Winery Direct Sales Strategy	Beer	Beer PDP	X-Direct Tooltip			
Product Detail Page	Badge Tooltip	Beer	Beer PDP	Badge Tooltip [Multiples]			
Product Detail Page	Desktop Modules (View 1)	Beer	Beer PDP	Buy Box			
Product Detail Page	Desktop Delivery Options	Beer	Beer PDP	Inventory Removal Tooltip			
Product Detail Page	Desktop Modules (View 2)	Beer	Beer PDP	Product Related Content		Display only if educational or category page content (existing in any module field below).	
Product Detail Page	Desktop Modules (View 2)	Beer	Beer PDP	Product Related Content	Brewer Label	Display label (The Brewer) if educational content, tagged to beer, and producer (brand).	Would only appear if there was producer-related educational content for beer.
Product Detail Page	Desktop Modules (View 2)	Beer	Beer PDP	Product Related Content	Brewer Image/Video	Display based on videos, images tagged to beer and producer (brand).	Only one image or video allowed. If multiple images uploaded - most recent image. Video takes precedence over all.
Product Detail Page	Desktop Modules (View 2)	Beer	Beer PDP	Product Related Content	Brewer Text	Display label (The Brewer) if educational content, tagged to beer, and producer (brand).	Displays text from initial paragraph(s) from producer/brewer page (up to max character count). NOTE: The producer pages must be tagged to specific item codes for this functionality to work.
Product Detail Page	Desktop Modules (View 2)	Beer	Beer PDP	Product Related Content	Brewer Link	Link of "Learn More" links to educational page tagged to beer, and product's producer (brand).	Links to GTB Brewer page (if exists).
Product Detail Page	Desktop Modules (View 2)	Beer	Beer PDP	Product Related Content	Beer Style Label	Display label (The Style) if educational content, and tagged to product's style (Beer Style).	Would only appear if there was beer style educational content for beer.
Product Detail Page	Desktop Modules (View 2)	Beer	Beer PDP	Product Related Content	Beer Style Image/Video	Display based on videos, images tagged to beer and product's style (beer style).	Only one image or video allowed. If multiple images uploaded - most recent image. Video takes precedence over all.
Product Detail Page	Desktop Modules (View 2)	Beer	Beer PDP	Product Related Content	Beer Style Text	Display text if educational content, tagged to beer, and style.	Displays text from initial paragraph(s) from beer style guide page. NOTE: The producer pages must be tagged to specific item codes for this functionality to work.
Product Detail Page	Desktop Modules (View 2)	Beer	Beer PDP	Product Related Content	Beer Style Link	Link of "Learn More" links to educational page tagged to beer, and product's beer style.	Links to GTB style page (if exists).
Product Detail Page	Desktop "Buy" Interstitial	Beer	Beer PDP	Buy Interstitial			
Product Detail Page	Desktop Modules (View 3)	Beer	Beer PDP	Customer Ratings & Reviews			
Product Detail Page	Desktop Modules (View 4)	Beer	Beer PDP	Similar Products [Multiple]			
Product Detail Page	Desktop Modules (View 4)	Beer	Beer PDP	Related Items [Multiple]			
Product Detail Page	Entirely Discontinued Item	Beer	Beer PDP	Discontinued Product			
Product Detail Page	Desktop Availability Variations (View 1)	Beer	Beer PDP	More Stores - Inventory			
Pricing & Promotions	PDP Display of CRV, Deposit, Recycle Fee	Beer	Beer PDP	Product Detail Pricing			
Pricing & Promotions	PDP Display of CRV, etc. (Product Grid Tile)	Beer	Beer PDP	Grid - Thumbnail View			
Pricing & Promotions	PDP Display of CRV, etc. (Product List Tile)	Beer	Beer PDP	List Tile Pricing			
Pricing & Promotions	Line-Item Display of CRV, etc. (Product List Tile)	Beer	Beer PDP	Shopping Cart - Line Item			
Pricing & Promotions	[See Shopping Cart]	Beer	Beer PDP	Event Price			
Pricing & Promotions	[See Shopping Cart]	Beer	Beer PDP	Cart Calculation			
Pricing & Promotions	[See Shopping Cart]	Beer	Beer PDP	Mini Cart			
Product List/Grid	Desktop View Full Page	Beer	Product Grid Page	Product List/Grid Hero			
Product List/Grid	Desktop/Tablet - Optional Hero	Beer	Product Grid Page	Product List/Grid Hero - CTA			
Product List/Grid	Desktop/Tablet - Optional Hero	Beer	Product Grid Page	Product List/Grid Hero - Blocks [Multiple]			
Product List/Grid	Desktop/Tablet - Optional Hero	Beer	Product Grid Page	Product List/Grid Hero - Link List			
Product List/Grid	Desktop View Full Page	Beer	Product Grid Page	Catalog View and Sort			
Product List/Grid	Location Awareness Special Cases	Beer	Product Grid Page	Grid/List Page Messaging			

Content Model: Spirits

Content Model - Spirits (Use in conjunction with Component Library)							
Wireframe Deck/Section	Wireframe Page Name	Level 1 Page	Level 2 Page	Components Available	Field Name or Option (if applicable)	Tagged Based Rules	Notes
Product Detail Page	Desktop Modules (View 1)	Spirits	Spirits PDP	PDP Page Navigation			
Product Detail Page	Desktop Modules (View 1)	Spirits	Spirits PDP	Page Navigation Arrow			
Product Detail Page	Desktop Modules (View 1)	Spirits	Spirits PDP	Legal Messaging			
Product Detail Page	Desktop Modules (View 1)	Spirits	Spirits PDP	Product Image Gallery			
Product Detail Page	Desktop Product Image Zoom Behavior	Spirits	Spirits PDP	Product Image Gallery - Modal			
Product Detail Page	Desktop Modules (View 1)	Spirits	Spirits PDP	Product Details			
Product Detail Page	Desktop Store Inventory Variations	Spirits	Spirits PDP	Email Product Modal			
Product Detail Page	Desktop Inventory Availability Email Sign-up	Spirits	Spirits PDP	Inventory Availability Email Modal			
Product Detail Page	Desktop Winery Direct Sales Strategy	Spirits	Spirits PDP	X-Direct Tooltip			
Product Detail Page	Badge Tooltip	Spirits	Spirits PDP	Badge Tooltip [Multiples]			
Product Detail Page	Desktop Modules (View 1)	Spirits	Spirits PDP	Buy Box			
Product Detail Page	Desktop Delivery Options	Spirits	Spirits PDP	Inventory Removal Tooltip			
Product Detail Page	Desktop Modules (View 2)	Spirits	Spirits PDP	Product Related Content		Display only if educational or category page content (existing in any module field below).	
Product Detail Page	Desktop Modules (View 2)	Spirits	Spirits PDP	Product Related Content	Spirits Producer Label	Display label (The Producer) if educational content, tagged to spirits, and producer (brand).	Would only appear if there was producer-related educational content.
Product Detail Page	Desktop Modules (View 2)	Spirits	Spirits PDP	Product Related Content	Spirits Producer Image/Video	Display based on videos, images tagged to spirits and producer (brand).	Only one image or video allowed. If multiple images uploaded - most recent image. Video takes precedence over all.
Product Detail Page	Desktop Modules (View 2)	Spirits	Spirits PDP	Product Related Content	Spirits Producer Text	Display text if educational content, tagged to spirits, and producer (brand).	Displays text from initial paragraph(s) from producer page. NOTE: The producer pages must be tagged to specific item codes for this functionality to work.
Product Detail Page	Desktop Modules (View 2)	Spirits	Spirits PDP	Product Related Content	Spirits Producer Link	Link of "Learn More" links to educational page tagged to spirits, and product's producer (brand).	Links to producer page (if exists).
Product Detail Page	Desktop Modules (View 2)	Spirits	Spirits PDP	Product Related Content	Spirits Cocktail Label	The Cocktail Recipe	Would only appear if there was producer-related educational content.
Product Detail Page	Desktop Modules (View 2)	Spirits	Spirits PDP	Product Related Content	Spirits Cocktail Image	Display based on videos, images tagged to specific spirit.	Only one image or video allowed. If multiple images uploaded - most recent image. Video takes precedence over all.
Product Detail Page	Desktop Modules (View 2)	Spirits	Spirits PDP	Product Related Content	Spirits Cocktail Text	Display text if educational content (recipes).	Displays text from recipe.
Product Detail Page	Desktop Modules (View 2)	Spirits	Spirits PDP	Product Related Content	Spirits Cocktail Link	Learn More	Links to cocktail page (if exists).
Product Detail Page	Desktop "Buy" Interstitial	Spirits	Spirits PDP	Buy Interstitial			
Product Detail Page	Desktop Modules (View 3)	Spirits	Spirits PDP	Customer Ratings & Reviews			
Product Detail Page	Desktop Modules (View 4)	Spirits	Spirits PDP	Similar Products [Mutiple]			
Product Detail Page	Desktop Modules (View 4)	Spirits	Spirits PDP	Related Items [Multiple]			
Product Detail Page	Entireley Discontinued Item	Spirits	Spirits PDP	Discontinued Product			
Product Detail Page	Desktop Availability Variations (View 1)	Spirits	Spirits PDP	More Stores - Inventory			
Pricing & Promotions	PDP Display of CRV, Deposit, Recycle Fee	Spirits	Spirits PDP	Product Detail Pricing			
Pricing & Promotions	PDP Display of CRV, etc. (Product Grid Tile)	Spirits	Spirits PDP	Grid - Thumbnail Viewl			
Pricing & Promotions	PDP Display of CRV, etc. (Product List Tile)	Spirits	Spirits PDP	List Tile Pricing			
Pricing & Promotions	Line-Item Display of CRV, etc. (Product List Tile)	Spirits	Spirits PDP	Shopping Cart - Line Item			
Pricing & Promotions	[See Shoppng Cart]	Spirits	Spirits PDP	Event Price			
Pricing & Promotions	[See Shoppng Cart]	Spirits	Spirits PDP	Cart Calculation			
Pricing & Promotions	[See Shoppng Cart]	Spirits	Spirits PDP	Mini Cart			
Product List/Grid	Desktop View Full Page	Spirits	Product Grid Page	Product List/Grid Hero			
Product List/Grid	Desktop/Tablet - Optional Hero	Spirits	Product Grid Page	Product List/Grid Hero - CTA			
Product List/Grid	Desktop/Tablet - Optional Hero	Spirits	Product Grid Page	Product List/Grid Hero - Blocks [Multiple]			
Product List/Grid	Desktop/Tablet - Optional Hero	Spirits	Product Grid Page	Product List/Grid Hero - Link List			
Product List/Grid	Desktop View Full Page	Spirits	Product Grid Page	Catalog View and Sort			

Content Model: Accessories

Content Model - Accessories & More (Use in conjunction with Component Library)							
Wireframe Deck/Section	Wireframe Page Name	Level 1 Page	Level 2 Page	Components Available	Field Name or Option (if applicable)	Tagged Based Rules	Notes
Product Detail Page	Desktop Modules (View 1)	Accessories & More	Accessories & More PDP	PDP Page Navigation			
Product Detail Page	Desktop Modules (View 1)	Accessories & More	Accessories & More PDP	Page Navigation Arrow			
Product Detail Page	Desktop Modules (View 1)	Accessories & More	Accessories & More PDP	Legal Messaging			
Product Detail Page	Desktop Modules (View 1)	Accessories & More	Accessories & More PDP	Product Image Gallery			
Product Detail Page	Desktop Product Image Zoom Behavior	Accessories & More	Accessories & More PDP	Product Image Gallery - Modal			
Product Detail Page	Desktop Modules (View 1)	Accessories & More	Accessories & More PDP	Product Details			
Product Detail Page	Desktop Store Inventory Variations	Accessories & More	Accessories & More PDP	Email Product Modal			
Product Detail Page	Desktop Inventory Availability Email Sign-up	Accessories & More	Accessories & More PDP	Inventory Availability Email Modal			
Product Detail Page	Desktop Winery Direct Sales Strategy	Accessories & More	Accessories & More PDP	X-Direct Tooltip			
Product Detail Page	Badge Tooltip	Accessories & More	Accessories & More PDP	Badge Tooltip [Multiples]			
Product Detail Page	Desktop Modules (View 1)	Accessories & More	Accessories & More PDP	Buy Box			
Product Detail Page	Desktop Delivery Options	Accessories & More	Accessories & More PDP	Inventory Removal Tooltip			
Product Detail Page	Desktop Modules (View 2)	Accessories & More	Accessories & More PDP	Product Related Content		Display only if educational or category page content.	
Product Detail Page	Desktop "Buy" Interstitial	Accessories & More	Accessories & More PDP	Buy Interstitial			
Product Detail Page	Desktop Modules (View 3)	Accessories & More	Accessories & More PDP	Customer Ratings & Reviews			
Product Detail Page	Desktop Modules (View 4)	Accessories & More	Accessories & More PDP	Similar Products [Mutiple]			
Product Detail Page	Desktop Modules (View 4)	Accessories & More	Accessories & More PDP	Related Items [Multiple]			
Product Detail Page	Entireley Discontinued Item	Accessories & More	Accessories & More PDP	Discontinued Product			
Product Detail Page	Desktop Availability Variations (View 1)	Accessories & More	Accessories & More PDP	More Stores - Inventory			
Pricing & Promotions	PDP Display of CRV, Deposit, Recycle Fee	Accessories & More	Accessories & More PDP	Product Detail Pricing			
Pricing & Promotions	PDP Display of CRV, etc. (Product Grid Tile)	Accessories & More	Accessories & More PDP	Grid - Thumbnail Viewl			
Pricing & Promotions	PDP Display of CRV, etc. (Product List Tile)	Accessories & More	Accessories & More PDP	List Tile Pricing			
Pricing & Promotions	Line-Item Display of CRV, etc. (Product List Tile)	Accessories & More	Accessories & More PDP	Shopping Cart - Line Item			
Pricing & Promotions	[See Shoppng Cart]	Accessories & More	Accessories & More PDP	Event Price			
Pricing & Promotions	[See Shoppng Cart]	Accessories & More	Accessories & More PDP	Cart Calculation			
Pricing & Promotions	[See Shoppng Cart]	Accessories & More	Accessories & More PDP	Mini Cart			
Product List/Grid	Desktop View Full Page	Accessories & More	Product Grid Page	Product List/Grid Hero			
Product List/Grid	Desktop/Tablet - Optional Hero	Accessories & More	Product Grid Page	Product List/Grid Hero - CTA			
Product List/Grid	Desktop/Tablet - Optional Hero	Accessories & More	Product Grid Page	Product List/Grid Hero - Blocks [Multiple]			
Product List/Grid	Desktop/Tablet - Optional Hero	Accessories & More	Product Grid Page	Product List/Grid Hero - Link List			
Product List/Grid	Desktop View Full Page	Accessories & More	Product Grid Page	Catalog View and Sort			
Product List/Grid	Location Awareness Special Cases	Accessories & More	Product Grid Page	Grid/List Page Messaging			
Product List/Grid	Desktop View Full Page	Accessories & More	Product Grid Page	Product List Tile			
Product List/Grid	Desktop View Full Page	Accessories & More	Product Grid Page	List Grid Promo Tile			
Product List/Grid	Desktop Grid View (Full Catalog)	Accessories & More	Product Grid Page	Product Grid Tile			
Product List/Grid	Desktop Grid View (Full Catalog)	Accessories & More	Product Grid Page	Grid/List - In Page Messaging			
Product List/Grid	Desktop Grid View (Full Catalog)	Accessories & More	Product Grid Page	Grid/List - Top of Page Mesaging			
Product List/Grid	See Product List/Grid FSD	Accessories & More	Product Grid Page	Store Selector Navigation Tile			