



FOR IMMEDIATE RELEASE

Outshinery Launches New Platform Catering to Changes in the Wine Industry

Outshinery Lite creates high-quality wine bottle imagery fast & accessible amidst industry shifts

(Vancouver, CAN) September 23, 2025 - [Outshinery](#), a leader in photorealistic product imagery for wineries and beverage companies, launched [Outshinery Lite](#), a new self-serve platform that provides fast, high-quality wine bottle images for the growing needs of wineries around the world. Outshinery Lite allows vineyards and wine producers to create ready-to-use photorealistic imagery of expanding product lines quickly in under an hour, with a flat rate of US\$29 per image.

Outshinery Studio, the company's flagship online platform, has been serving the global alcohol industry with custom, product-specific imagery for nearly a decade. The new platform, Outshinery Lite, fills a service gap for wineries and online marketplaces amidst industry changes.

Climate change, consumer habits, globalization and tariffs are reshaping the wine industry: pushing wineries to grow new grape varieties, experiment with styles and expand into new markets. As such, wine producers need accurate, true-to-life, and timely imagery to showcase their evolving portfolios in today's digital-first environment.

"People's drinking habits are changing," says Laurie Millotte, Founder and Chief Amazement Officer at Outshinery. "As such, wineries are responding by introducing new products that may appeal to them. Each time they introduce something new to market—whether a seasonal release, a low-alcohol wine, or a special edition—imagery must be ready to share with distributors, retailers, media, and, of course, the winery's own consumer website, ensuring the wine is seen, understood and ready to be sold before it ever hits the shelf. Lifelike imagery in a digital format is key to today's wine marketing needs for the online world."

With 266.7 million global wine e-commerce users estimated by 2029*, wine businesses in the digital marketplace depend on trustworthy and accessible online imagery, making this platform's launch both timely and critical.

"Online attention spans are shorter than ever, and competition is only intensifying," continues Millotte. "Outshinery Lite bridges the gap by giving wineries instant access to high-quality, sales-ready product imagery at an accessible price point. Our fully automated platform delivers ready-to-use images in minutes: far faster than conventional photography, which can take days or even weeks once shipping and logistics are factored in. Outshinery Lite ensures that no SKU, no matter how small, ever goes without a professional, marketing-ready image."



The platform makes it simple to create professional-quality wine photography. Users can select from a variety of common bottle shapes, glass colours, wine shades and closures, then upload their label design. This offers nearly 20,000 possible combinations, ensuring the imagery precisely matches the actual bottle. Every bottle shot maintains consistent lighting and alignment, providing a cohesive look across product lines.

Key Features of Outshinery Lite

- A fast, self-service online platform delivering 750ml bottle images in under an hour
- Photorealistic 3D imagery in high-resolution, transparent PNG format, built for today's marketing and e-commerce needs
- Accessible pricing at just US\$29 per image, bringing professional imagery within reach for smaller wineries or limited edition SKUs
- Powered by the same trusted expertise and service as Outshinery Studio, but built for speed and accessibility

Outshinery Lite is now live at lite.outshinery.com to serve thousands of wineries and marketplaces worldwide.

**According to [Statista](#).*

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About Outshinery

Founded in 2016, [Outshinery](#) is the leading provider of photorealistic product imagery for the alcohol industry. Using artistry and 3D technology, Outshinery delivers flawless visual content that is fast, scalable, and requires no shipping or photoshoots. Trusted by wineries, distilleries, and marketplaces worldwide, Outshinery makes it simple for brands to stand out online and boost sales. Together, Outshinery Studio (human-powered, custom, limitless detail) and Outshinery Lite (streamlined, automated, instant ecommerce shots) empower brands to showcase their products with consistency, creativity, and impact time after time.

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