

Catalog SOP: Enrolling a Product in the Vine Program on Vendor Central

03/03/2025 11:15 am CST

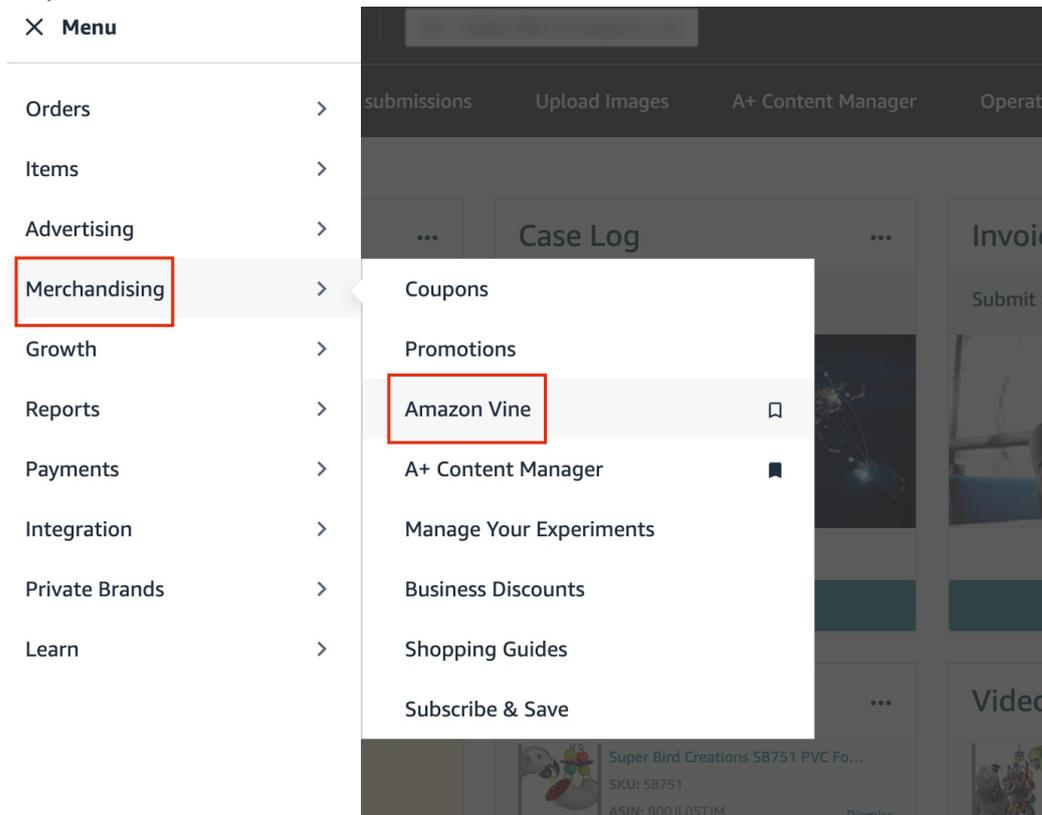


Who is this for: This SOP is for sellers who want to enroll their products in the Vine Program on Vendor Central.

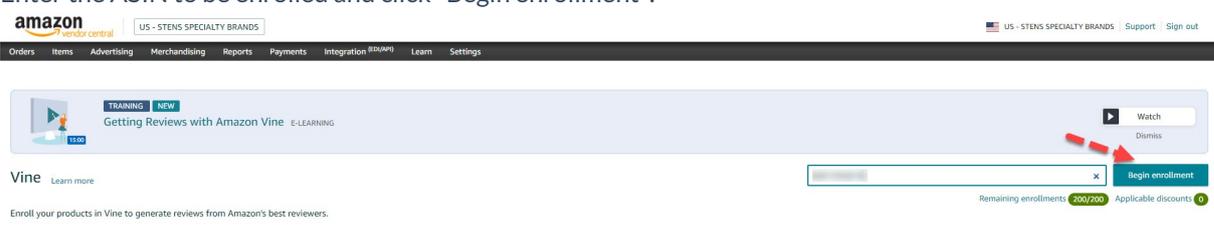


Objective: The objective of this Standard Operating Procedure (SOP) is to guide users on how to enroll a product in the Vine Program on Vendor Central.

1. From the top menu of Vendor Central, go to the "Merchandising" tab and select "Amazon Vine" from the drop-down menu.



2. Enter the ASIN to be enrolled and click "Begin enrollment".



3. Type in how many units will be enrolled in the Vine program. Click "Enroll".

Vine home
Enrollment Details

No variations

Enrollment fee ⓘ \$1,750.00

Date made available to reviewers ⓘ As soon as possible

Units to enroll ⓘ Max of 30 1

Cost per claimed unit ⓘ \$39.39

Product Name	SKU	Available	Reviews
ASIN		15	0

Cancel enrollment Enroll

4. Choose the Billing Vendor Code from the relevant drop-down menu.

Confirm enrollment

Billing code ⓘ Product cost estimate ⓘ Enrollment fee ⓘ

\$39.39 \$1,750.00

By clicking enroll, I agree to the [terms and conditions](#) of the Vine program and to pay the fees displayed above.

Go back Enroll

5. Put a tick mark in the "Terms and Conditions" to accept.

6. Click "Enroll".
