

# Catalog SOP: Cancelling your Vine Enrolled Products on Seller Central

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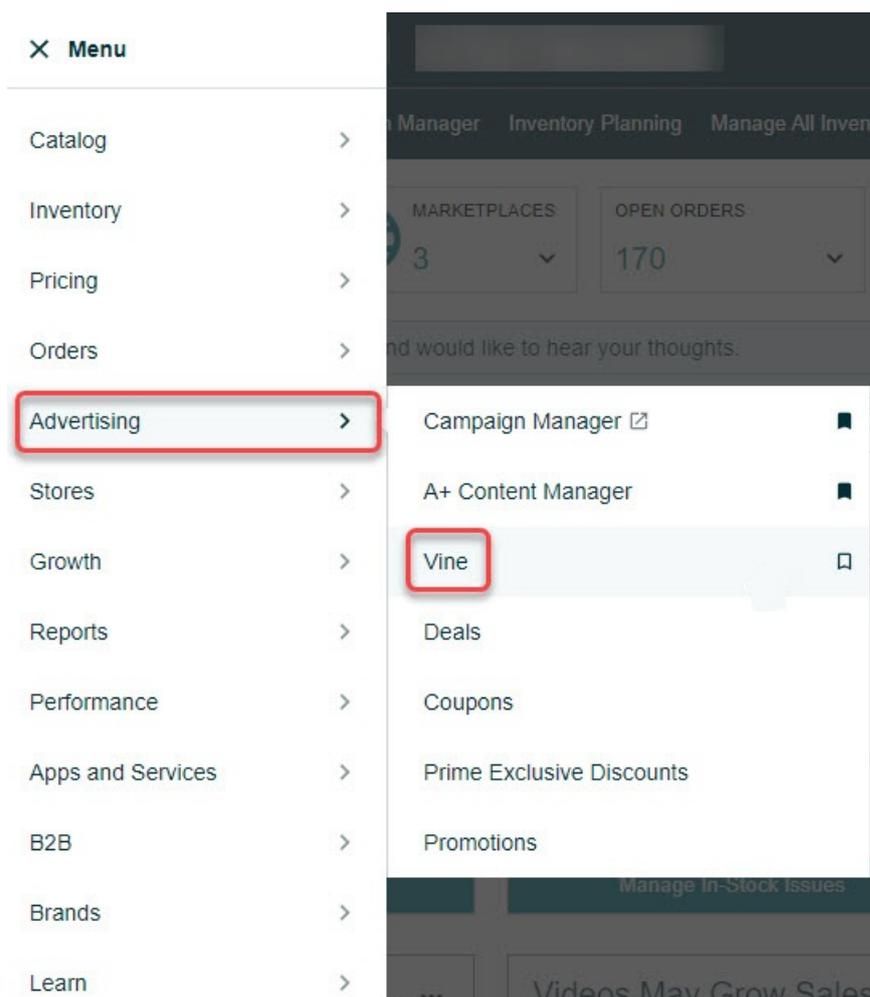
**Who is this for:** This is for sellers on Amazon who have enrolled their products in the Vine Program and want to cancel their enrollment.



**Objective:** To guide sellers on Amazon on how to remove their products from the Vine Program on Seller Central.

If you want to remove your products from the Vine Program on Seller Central, follow these steps:

1. Go to Seller Central and click on the "Advertising" tab in the top menu and select "Vine" from the drop-down menu.



2. Scroll down to the bottom of the page and click on the "Start Enrolling Products into Vine today!" button.

## Join the thousands of brands who have enrolled their products into Amazon Vine

### Get trusted reviews on your products within days and without sales

Easily enroll your eligible offers for Vine reviewers (called Voices) to request at no cost. Voices publish reviews on average 22 days after requesting your enrolled products.

### Drive traffic and improve conversion

Reviews are one of the biggest drivers in customer sales. 90% of customers read customer reviews and use them to make a purchase decisions.

### Better understand your customers

Receive honest product feedback early in your product life cycle. Amazon Vine invites the most trusted reviewers on Amazon to post insightful opinions about your products; use this information and make informed decisions.

Start enrolling products into Vine today!

3. Look for the product you want to remove and click on its ASIN link.

4. On the next page, click "Stop enrollment."

#### Enrollment Details

Enrollment status | Enrollment date | Launch Date | # of units enrolled | Max cost of units | Enrollment Fee



★★★★☆ 137  
No variations

Product variations 1-1 of 1						
Product Name ASIN	Status	Cost per claimed unit	Item Package Quantity	Available	Claimed	Reviews
	Active	\$45.17	1	17,196	28	25

Stop enrollment

5. Save your changes by clicking the "Save Changes" button.

After completing these steps, your product will no longer be enrolled in the Vine Program. On the enrollment status page, you can also view important details about your previous enrollments, including the number of units enrolled, available, claimed by Vine Voices, and the number of Vine reviews published.