FIRST CRUSH
TASTINGS, INC.

TASTE
LEARN
GROW

Tastings are just the beginning.

Now more than ever, emerging brands demand successful consumer demo events and quick access to actionable event data. First Crush provides this vital marketing initiative for Alcohol Beverage Suppliers.

TASTELEARNGROW.COM

FIRST CRUSH
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Tested. Proven.

Becoming experts takes time.

With over 35 years of combined experience in the product sampling and alcohol industry. , First Crush has become an industry leader through **customer service, innovation, technoglogy, and experience.**

Since 2005

First Crush Tastings, Inc was founded in 2005 by Christine Hernandez. Her husband Daniel joined the company in 2011 after working nearly 25 years with leading distributors in the alcohol industry, helping brands grow and expand in the off-premise channel.

First Crush has grown to become one of the largest and **most trusted** promotional & sampling companies in the nation.

Industry Best Technology

Top Tier Brand Ambassadors

Statewide Reach
National Expansion

First Crush
TASTINGS, INC.

First Crush utilizes Palaterra Event Mgmt System to **coordinate, train and report** on our customer's events.

Palaterra

RETAIL EVENT MANAGEMENT SYSTEM

Inteligent Staffing. Brand Training. Real-time data.

Well Staffed. Well Trained.

Palaterra revolutionizes the whole process.

Palaterra provides an expansive and interactive **brand resource library** efficiently educates ambassadors with supplier-provided product details and resources, giving you complete control of your brand's images.

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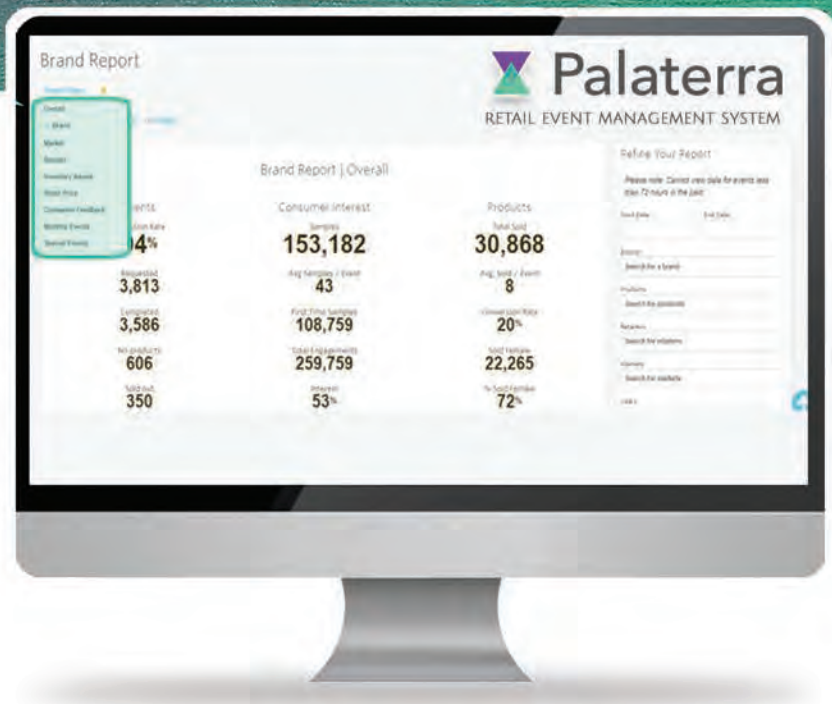
First Crush utilizes Palaterra to provide **detailed reports** and **actionable data.**

UNMATCHED DATA

Real-time analytics from +4 million consumers.



Features nine ready-to-pull reports.

- Brand Report
- Consumer Feedback Report
- Retail Price Report
- Inventory Issues Report
- Retailer Report
- Market Report
- Overall Report
- AI Reports

Don't spill your data.

Make informed decisions to optimize your demo spend and plan future activations.

Palaterra has logged over
5.5 Million pours.

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Top 25 cities are 75%
of total population of the top 50 cities.

Cities	Top 25	Palaterra coverage	FCT coverage
Population	37,996,494	15,164,781	7,603,169
% of coverage	75%	40%	20%

Austin area
Arlington
Amarillo
Bastrop
Beaumont
Brownsville
Bryan/ College Station
Brenham
Copperas Cove
Corpus Christi
Dallas
Dripping Springs
Edinburg
El Paso
Elgin
Flower Mound
Fort Worth
Fredericksburg
Galveston
Georgetown
Granbury
Harker Heights
Harlingen
Houston
Kerrville
Killeen
Lubbock
Marble Falls
McAllen
Mission
New Braunfels
Pharr
Port Arthur
Rockport
San Antonio
San Marcos
Schertz
Seguin
Temple
Tyler
Victoria
Waco
Waxahachie
Wichita Falls
Wimberly

We have Texas covered, y'all!

FIRST CRUSH
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UNMATCHED ROI

Improved return on investment for marketing spend.

Taste success.

TASTELEARNGROW.COM

TASTINGS ARE JUST THE BEGINNING.