



**FIRST**  
**Crush**  
TASTINGS, INC.

TASTE  
LEARN  
GROW



## **Tastings are just the beginning.**

Now more than ever, emerging brands demand successful consumer demo events. First Crush provides this vital marketing initiative for Alcohol Beverage Suppliers.



[TASTELEARNGROW.COM](http://TASTELEARNGROW.COM)





## 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, technology, 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**





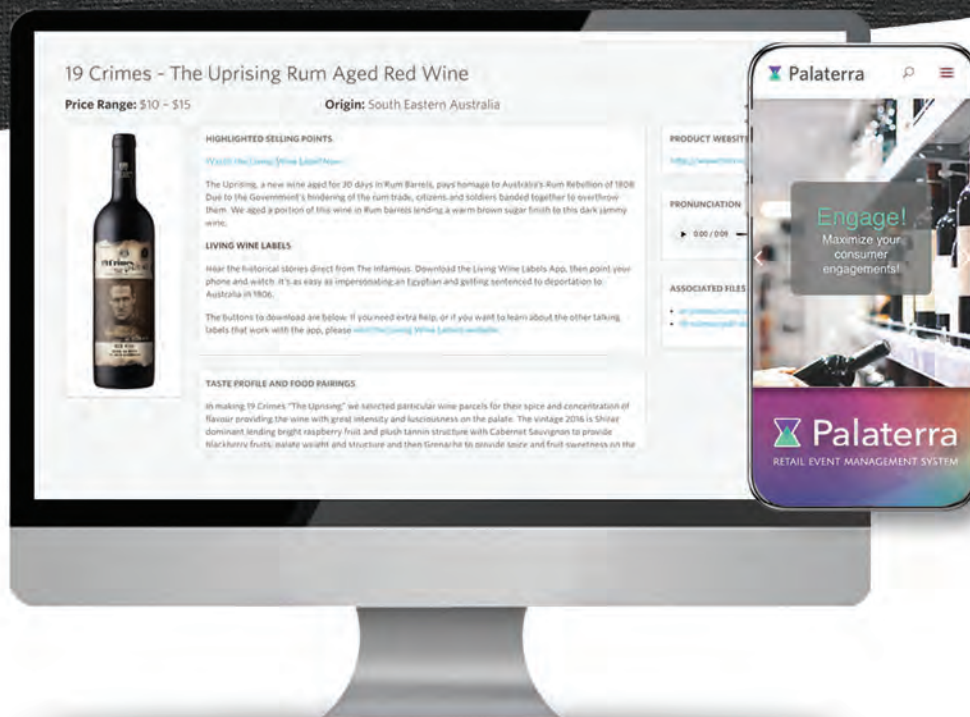
First Crush utilizes Palaterra Event Mgmt System to **coordinate, train and report** on our customer's events.



# Palaterra

RETAIL EVENT MANAGEMENT SYSTEM

Intelligent 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.

**LEARN MORE** [TASTELEARN.GROW.COM](http://TASTELEARN.GROW.COM)





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

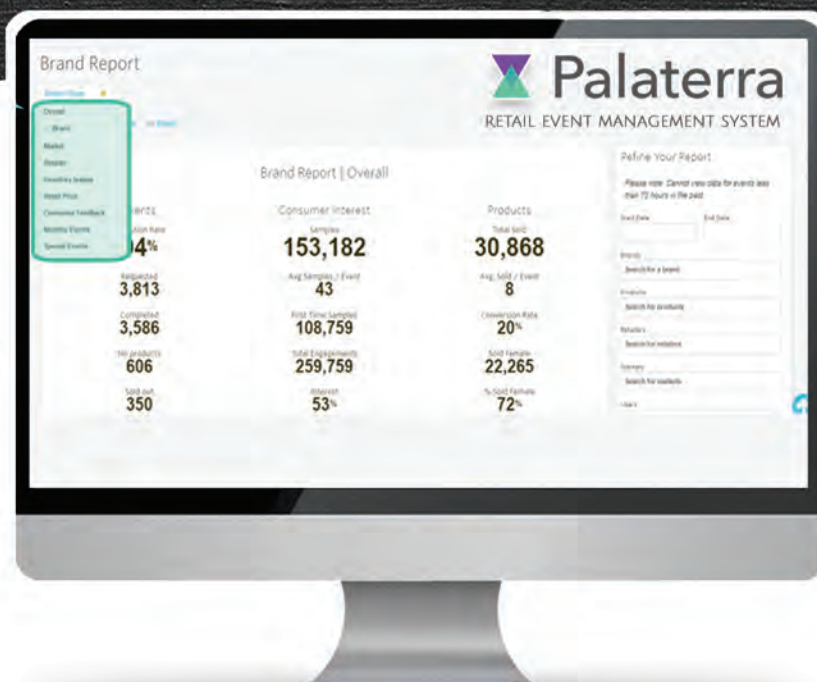


UNMATCHED DATA

**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



**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.**

**LEARN MORE** [TASTELEARN.GROW.COM](http://TASTELEARN.GROW.COM)





**FIRST  
crush**  
TASTINGS, INC.

UNMATCHED ROI

**Improved return  
on investment for  
beverage supplier's  
marketing spend.**



## PRICING

**\$135 - \$150**

*For 3 hour event (minimum)*

**\$150+**

*Special Event Staffings*

**\$150**

*Less than 25 events per month*

**\$135**

*More than 25 per month*

**\$45 - \$50**

*Per additional hour if applicable*

*\* Product cost not included*

## Additional Fees

Events canceled with less than 48hrs notice will be charged full fee.

\$20 service fee if we have to cancel an event we have staffed prior to 48hrs notice.

\$10 service fee per event if you need First Crush to enter recaps into a third party system. We email our customers detailed reports at the end of each month.

Contact us for pricing on shared tastings with multiple suppliers.



**Taste success.**

TASTINGS ARE JUST THE BEGINNING.

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