



INTRODUCE INFORM INSPIRE

ExpertTaste Marketing is a full-service marketing company specializing in consumer product sampling and promotions, utilizing proprietary software for data collection, analysis and reporting.



BEER



WINE



SPIRITS



BEVERAGES



www.expertastemarketing.com

MAXIMIZE YOUR ROI

Professionally trained and certified staff utilizing technology to give you the service you want and the data you deserve!

"I've been in the business for longer than I'd like to admit and Expertaste fills a void that has been long overdue. From the customer service, professional and knowledgeable people, to the very detailed and extremely informative reporting, this company is top notch at every level."

Christopher Hulton / State Manager
BOLD ROCK HARD CIDER

EXPERTASTE MARKETING, LLC

1 800 388 7189

WHY EXPERTASTE



Beer 101

All Expertasters are Craft Brewer's Association Beer 101 Certified and bring a knowledge and passion for beer.



Personality & Knowledge

Our Expertasters are internally incentivized to leverage their personality and knowledge into maximum sales.



Right Information

Expertasters receive all brand information upon accepting the event, which includes sell sheets, website link to brand profiles, along with our continuous database which includes brands, styles, type, ABV, and IBU.



Automated Notifications

Alerts account buyer, account rep, and supplier rep to the date, time, and products for the tasting to ensure proper/sufficient product is ordered and proper preparations are made.



Alert System

All clients will receive an alert notification at the start of every tasting giving the ability to take comfort everything is on as scheduled for an EXPERTASTING.



Detailed Reports

All clients will receive a detailed roll up the of the event no later than the following business day. This will contain critical marketing info, data, and comments about the event.

PRICING

3 HOUR

SAMPLING EVENT

\$215 per event

All off-premise sampling events are a 3-hour minimum.

Buckets can be purchased by/for the distributors so their reps can use this as a sell-in tool by setting up tastings right from their phones or Ipad.

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