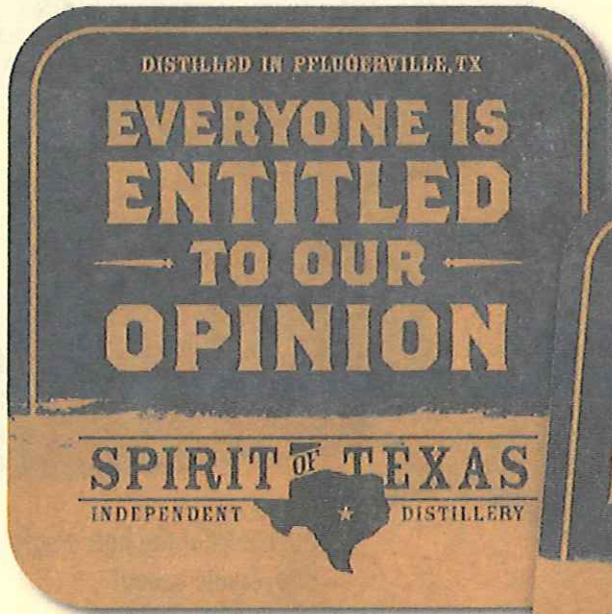


2011 Spirit of Texas marketing costs

Chili Pfest	\$500
Golf Tournament sponsorships	\$3,000
Tastings in Central Texas	\$21,700
750ml labels and dies to be made 7500 labels	\$3,500
50ml labels and dies to be made 4000 labels	\$1,500
Radio advertising	\$5,000
Website development	\$5,000
T-shirts and Glasses with PSR and Pflugerville	\$1,800
Store POS advertising	\$1,000
Drink local night	\$500
Banners	\$710
Window wraps for three vehicles	\$900
Donations of product 50 cases of PSR	\$6,400
Mix event	\$500
Texas Package Store Event	\$1,500
Gala Event	\$100
Pecan Street festival	\$500
SXSW event	\$500
TV production on KEYE	\$3,000
Shot glasses	\$1,500
Total	\$59,110

COLLATERAL

www.alisongroup.com has a good selection of bar mats and coasters, and their work looks good.



Coasters



Bar Mat

www.lids.com sells a variety of customizable hats including the "Fidel" style hats. Dark grey or charcoal with white logo on front.



* the backs of the hats would have a simple Pflugerville callout



Bartender's Bottle Opener



Quick Shade Options - www.quikshadecustom.com
has options that include half walls. Dark grey or
Charcoal color with logo and headlines in white



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DISTILLED IN PFLUGERVILLE, TX

Info Cards these cards could carry a headline with the URL, a recipe or any other small message that is relevant.

**EVERYONE IS ENTITLED
 — TO OUR —
 OPINION**

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MOJITO ROYALE RECIPE

1.5 oz Straight Silver rum
 1/2 cup club soda
 2 tbsp sugar • 1/2 a lime
 3 mint leaves


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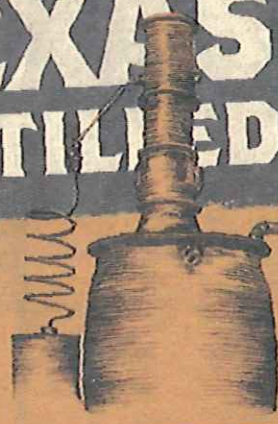
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MEET BERTHA



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Shelf Talkers