A new website for Brix Cider.

PREPARED FOR MATT AND MARIE · BY ERIC BERG, CRUSH

THE TOP OF YOUR HOMEPAGE

Three ways it could look. Pick one, and we build the rest in it.

01 THE LABEL



02 THE FARMS



03 THE FLIGHT



THE LAUNCH

$2,500

for $3,660 of work, one time

LIVE

Within a week

of saying go

YOURS

Yours to keep

site and domain stay in your Squarespace account

01 WHERE WE STARTED

What we built it around.

01

And remember, the sour notes are where the magic happens.

Off your Sour Note label. Option 1 lets the possum run the first screen, with your label's own b–r–i–x column beside it.

02

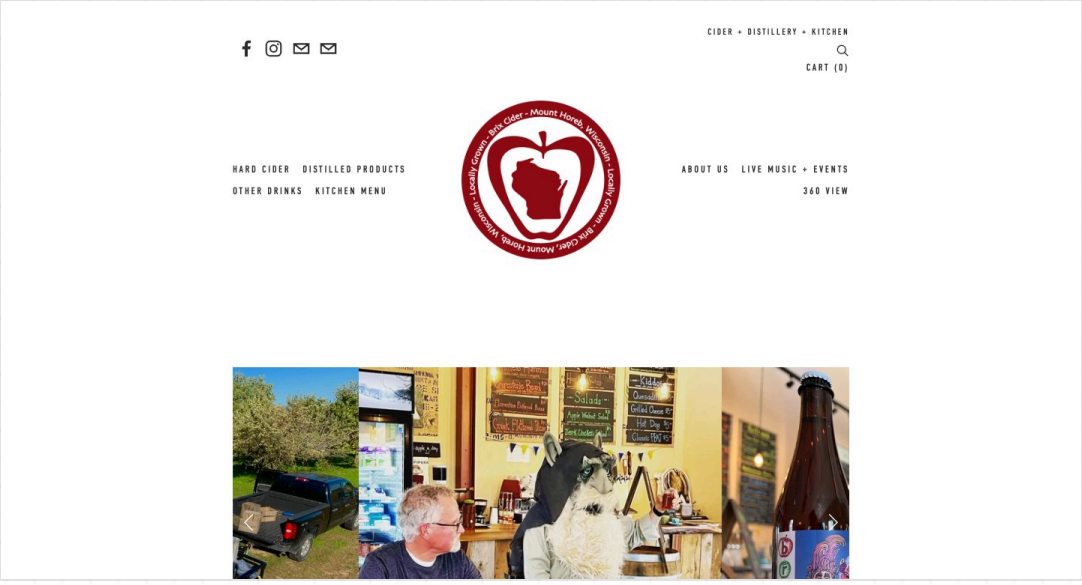
Wisconsin farms are at the center of what we do.

From your About page. Option 2 makes your logo's idea real: your apple, the state cut through it, your harvest day inside.

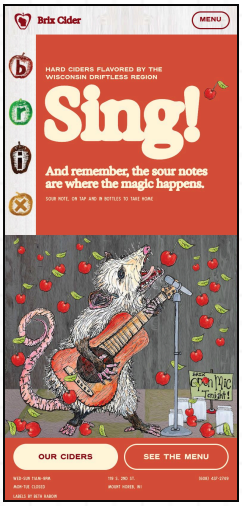
03

Wisconsin's first cider pub.

Your own blog post from 2019. Option 3 stands your flight of four on the bar with the room behind it.



TODAY



ON A PHONE

02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	**The website** A new site for Brix Cider: the homepage, your ciders, your food menu, your tasting room and events, and a way to get in touch, built out from the top you've just seen. Live on your domain within a week of saying go.	$2,500
02	**A launch promo** A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.	$140
03	**A launch email** Designed and written for your regulars and your list, so the people who already love your ciders hear about the new site and the next release from you.	$350
04	**A launch ad set** Twelve launch graphics for your own channels (email, socials, site banners), each sized for feeds and stories, with moving versions of the best four.	$350
05	**A phone receptionist, first month** From Hire Whoever, our sister company: a voice assistant built around your tasting room, so callers asking about hours, what's pouring, the kitchen or this weekend's events get an answer while your team is pouring, and every call becomes a short written record.	$105
06	**30 days of changes** Text or email us what to change. It's live the next business day.	$35

PLUS, WHEN YOU SAY GO BEFORE 13 NOVEMBER 2026

BONUS	**Launch email setup** We set up the launch email and line it up for your regulars and your list, ready to go out on launch day.	$180

TOTAL VALUE	YOU PAY	THE ONE-WEEK PROMISE
~~$3,660~~	$2,500	If the site isn't live within a week of go, your first three months of changes are free.

ALL PRICES IN US DOLLARS. EACH VALUE IS OUR OWN PRICE FOR THAT PIECE ON ITS OWN.

03 HOW IT GOES

Live within a week of go.

DAY 0

You say go

You pay the 50% deposit and add us as an administrator on your Squarespace site. Nothing on your live site changes until you say.

DAYS 1 TO 7

We finish the site

We build the new design into your Squarespace site. You preview every page before it goes live.

LAUNCH

It goes live

The new design goes live on your site, and the promo, email and ads are ready to go out with it.

30 DAYS

Changes, next day

Text or email a change and it is live the next business day.

04 INVESTMENT

The launch	$2,500
To start, when you say go (50%)	$1,250
When the site goes live	$1,250

AFTER LAUNCH: MONTHLY PLANS FROM $250, ONLY IF YOU WANT ONE

Care Site care and hosting, unlimited edits live the next business day, your Google listing kept current.	$250/mo
Grow Everything in Care, plus SEO: a new page or article a month, a Google and AI check, one campaign from your site.	$500/mo
Growth Partner Everything in Grow, plus full SEO and every campaign piece each month: emails, promos and ads.	$1,000/mo

05 WHAT YOU OWN

- Your site and domain, in your own Squarespace account and your name.
- You keep editing your pages, products and posts in Squarespace, just like now.
- No commitment on anything monthly. Cancel anytime; the design stays yours.

06 QUESTIONS

The usual questions.

01

Will moving hurt my Google ranking?

Nothing moves. You stay on Squarespace, at the same addresses, with the same pages and business details, so everything Google already knows keeps working. The new design is fast and built for phones first, which Google rewards. We don’t promise rankings.

02

Is it secure?

Yes. Your site stays on Squarespace, which looks after the hosting, security updates and checkout. The new design is tested on a preview of your real site before anything goes live.

03

Who owns it?

You do. The site and the domain stay in your Squarespace account, in your name. Nothing of ours renews unless you ask.

04

How do I make changes?

Text or email me the change and it's live the next business day. The first 30 days are free. After that, unlimited changes come with any monthly plan, from $250 a month, cancel anytime.

05

When do I pay?

Half ($1,250) when you say go, the rest ($1,250) when the site is live. You've seen the homepage before paying anything.

07 NEXT STEP

Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 6 December 2026.

Say go by email

See the first look again



Eric Berg

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