

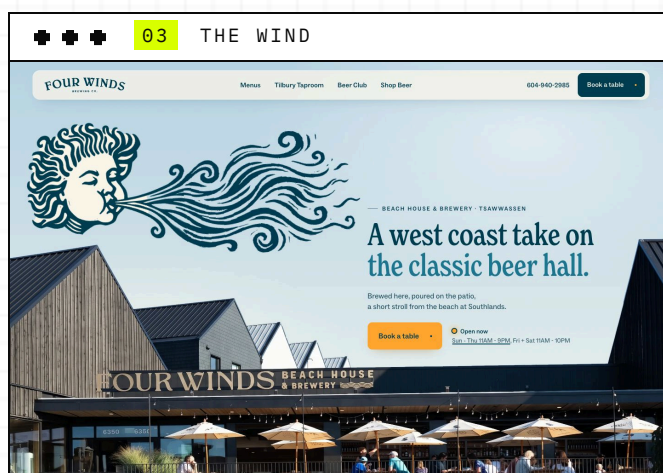
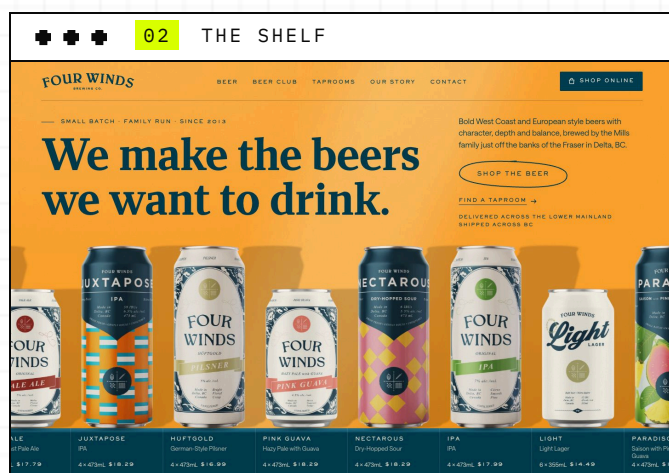
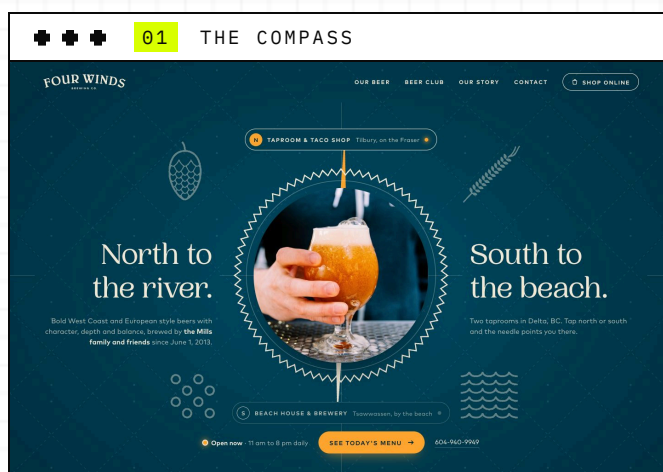


A new website for Four Winds.

PREPARED FOR THE FOUR WINDS TEAM • BY ERIC BERG, CRUSH

THE TOP OF YOUR HOMEPAGE

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



THE LAUNCH

\$3,500

for \$5,137 of work, one time

LIVE

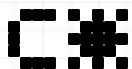
Within a week

of saying go

YOURS

Yours to keep

theme and files in your store



01 WHERE WE STARTED

What we built it around.

01 North to the river. South to the beach.

The compass from every can, doing your homepage's real job. Option 1 makes it the page: pick Tilbury or the Beach House and the needle swings there, with that taproom's hours and button.

02 We make the beers we want to drink.

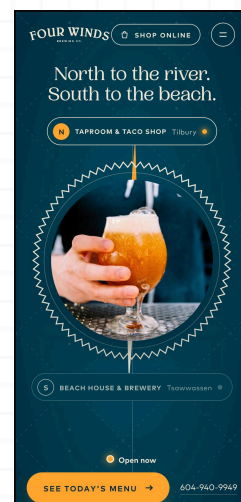
Your line from Our Story. Option 2 stands 14 of your cans on a shelf against your orange, each with its tag and price from your shop, and Add to cart one tap away.

03 A west coast take on the beer hall.

Option 3 is daylight: the wind god from your logo blows over the Beach House at Southlands. Every option keeps Book a table or the menu one tap away on a phone.



TODAY



ON A PHONE



02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	The website A new theme for your Shopify store, built out from the top you've just seen: up to five pages plus your shop and product pages, in the same look, on your real beers and checkout. Live on fourwindsbrewing.ca within a week of saying go.	\$3,500
02	A launch promo A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.	\$199
03	A launch email Designed and written for your Beer Club members and your customer list, so the people who already drink Four Winds hear about the new site from you.	\$495
04	A launch ad set Twelve ads, each sized for feeds and stories, with moving versions of the best four.	\$495
05	A phone receptionist, first month From Whoever, our sister company: a voice assistant built around your two taprooms, so callers asking about a table at the Beach House, the Taco Shop in Tilbury or the Beer Club get an answer while your team is pouring. You teach it by text, and every call it takes becomes a short written record you can read after.	\$149
06	30 days of changes Text or email us what to change. It's live the next business day.	\$49

PLUS, WHEN YOU SAY GO BEFORE 12 NOVEMBER 2026

BONUS	Launch email setup We set up the launch email in your Shopify store and line it up for your customer list, ready to go out on launch day.	\$250
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TOTAL VALUE

~~\$5,137~~

YOU PAY

\$3,500

THE ONE-WEEK PROMISE

If the site isn't live within a week of go, your first three months of changes are free.

ALL PRICES IN CANADIAN 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 a collaborator on your Shopify store. Your live store won't change until you say.

DAYS 1 TO 7

We finish the site

We turn these pages into your Shopify theme. You see every page in a preview before anything goes live.

LAUNCH

It goes live

The new theme goes live on fourwindsbrewing.ca, 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

\$3,500

To start, when you say go (50%) \$1,750

When the site goes live \$1,750

AFTER LAUNCH, MONTH TO MONTH, ONLY IF YOU WANT THEM

Unlimited edits, live next business day \$49/mo

Four animated promos a month, vertical and square \$599/mo

Two custom email designs a month \$395/mo

Twelve unique ads a month \$395/mo

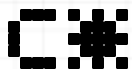
05 WHAT YOU OWN

- The theme and every file, in your Shopify store and your name.
- Your beers, Beer Club, orders and checkout stay right where they are.
- No commitment on anything monthly. Cancel anytime; the theme stays yours.

OR ALL FOUR, TOGETHER

\$795/mo ~~\$1,438~~**OPTIONAL
ADD-ON**

Unlimited edits, four animated promos, two custom emails and twelve unique ads every month. You save \$643/mo. No commitment, cancel anytime.



06 NEXT STEP

Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 12 November 2026.

Say go by email

See the first look again

Eric Berg

CRUSH DIGITAL ATELIER • ERIC@CRUSHHH.CO • CRUSHHH.CO