



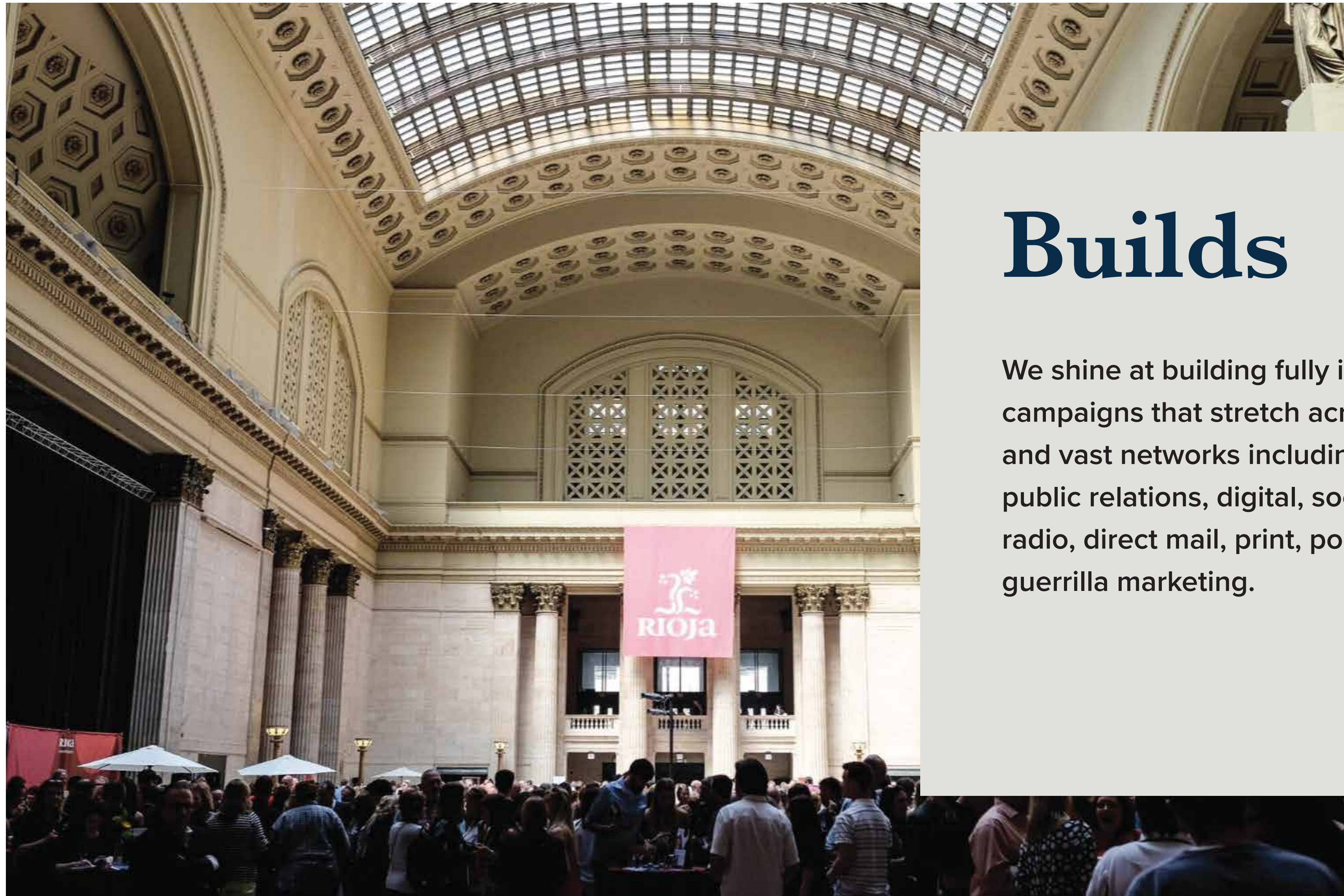
Taste[®] Capabilities

network



Turnkey it is...

Taste Network is an agile and innovative marketing collective committed to strategic brand builds and campaign transformations. We launch new products and deliver tangible results. Our hearts have been championing the good food movement since 2002 and today, we take pride in providing unique marketing strategies and services across traditional and digital channels.



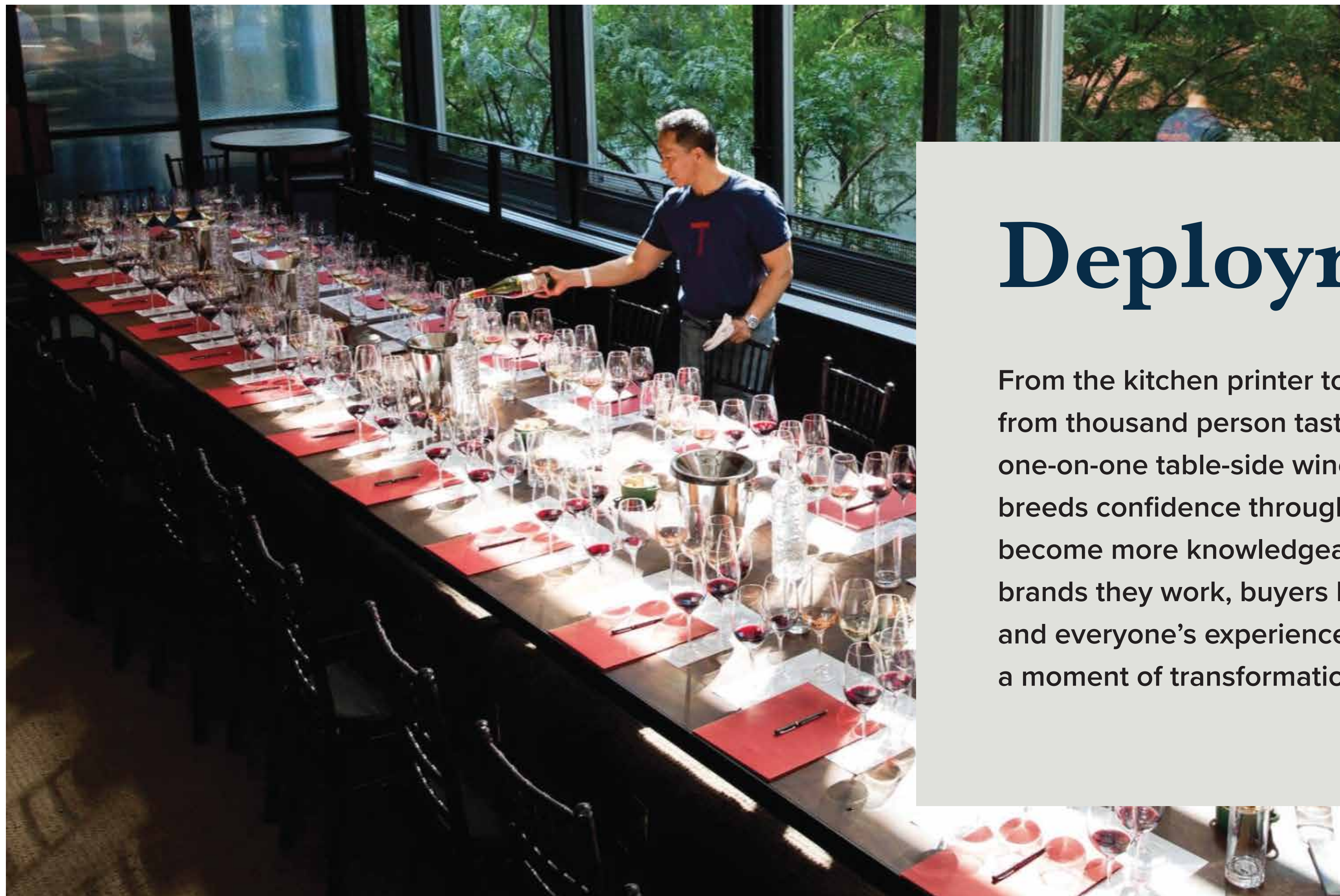
Builds

We shine at building fully integrated marketing campaigns that stretch across multiple disciplines and vast networks including but not limited to public relations, digital, social media, television, radio, direct mail, print, point of sale and guerrilla marketing.

40+ Years

Our executive team has experience assembling and overseeing cross-functional teams domestically and internationally. We have extensive experience overseeing multi-year EU funded food and beverage promotional campaigns and managing an established network of action-orientated individuals with a solid understanding of all sales channels in the US.





Deployment

From the kitchen printer to wine cellars, from thousand person tasting events to one-on-one table-side wine service, Taste Network breeds confidence through education. Influencers become more knowledgeable ambassadors of the brands they work, buyers become better consumers and everyone's experience becomes a moment of transformation.

What can we do for you?



- **Create handshakes, conversations and results.**
- **Combine 40+ years of experience to position partners at the center of an epic universe of influencers who champion sustainability and innovation.**
- **Design and implement fully-integrated marketing programs that build brand awareness and sales.**
- **Re-frame predictable conversations, “speak buyer” and access a platform of thousands of chefs and buyers with a plan that achieves positive results.**
- **Build massive platforms with national, regional and local media partners that can run program-generated content.**
- **Spend less time in endless “strategic” meetings and invest more time doing the work.**

Our Services

Taste Network has spearheaded brand development for some of the most recognizable food and beverage brands in the world (amongst others).

We mastered the art of running successful results driven marketing campaigns.





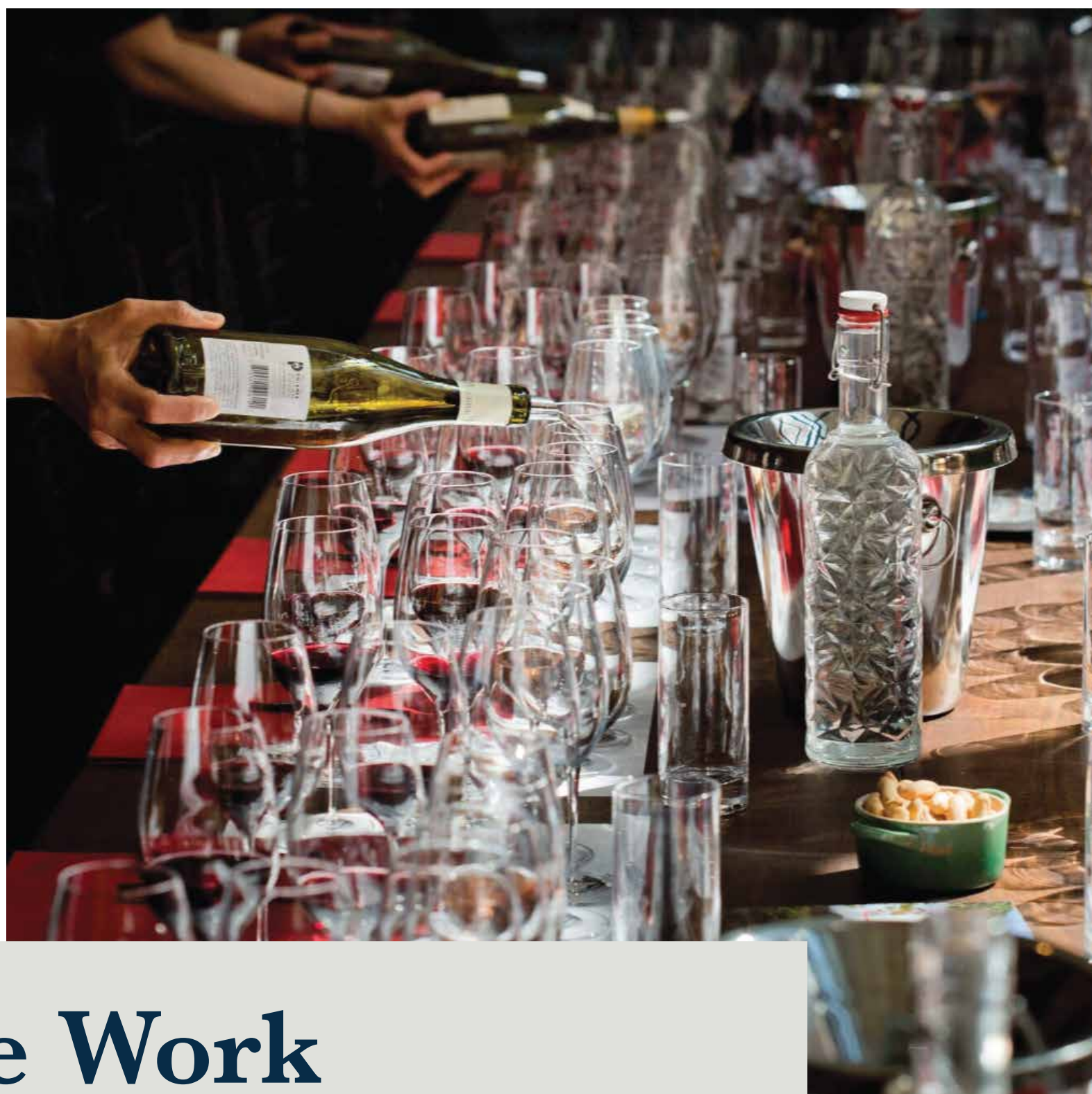
Strategic Counsel

- Brand Building
- Agile Go to Market
- Marketing Communications
- Direct to Consumer



Media

- Content Development & Distribution
- Digital Media Strategy
- Print & Web Feature Placements
- National and Regional Outreach



Trade Work

- On-Premise + In-Store Activations
- Sales Training and Education
- Distributor Partnerships
- National Account Prospecting
- Chef Influencer Programs



Consumers

- Experiential Consumer Events
- Influencer Programs
- Online and In-Store Programs
- Database Marketing Development

Our Clients Past & Present



Beverage

Ribera and Rueda wine regions, New York Wine and Grape Foundation, Vins de Bordeaux, Rioja Wines, Les Vins Georges Duboeuf, Wine.com, HobNob, Tempranillo International Competition, Van Gogh Vodka, Tap Whisky, Smart Beer, Virginia Cider Week, Asturias Cider Council Board, Buffalo Trace Distillery, Laurent-Perrier Champagne, Rhone Valley Wines, Wines of Germany, Goose Island, Templeton Rye, El Tesoro, Sparkling Dry Soda, Anchor Steam, Kosta Browne, Silver Oak, Lando, Cirq Wines, Huneus Wines and more...

Food & Hospitality

Avocados from Mexico, Death Wish Coffee, Hudsonville Creamery, Prosciutto di Parma, Food & Wine Magazine, FedEx, James Beard Foundation, Andrew Zimmern, Think Food Group, Four Seasons, Ritz-Carlton, 1 Hotels, Wall Street Journal, Jaguar, Infiniti, Culinary Institute of America, AT&T Park, Eater, Chefs Feed, Google, Zagat, Yelp, Snowmass Tourism, Banff Lake Louise Tourism, Toronto Food & Wine, Edible Communities, Whole Foods, Breville, Fairmont Hotels and so much more...

We are Experts at Solving Your Business Problems



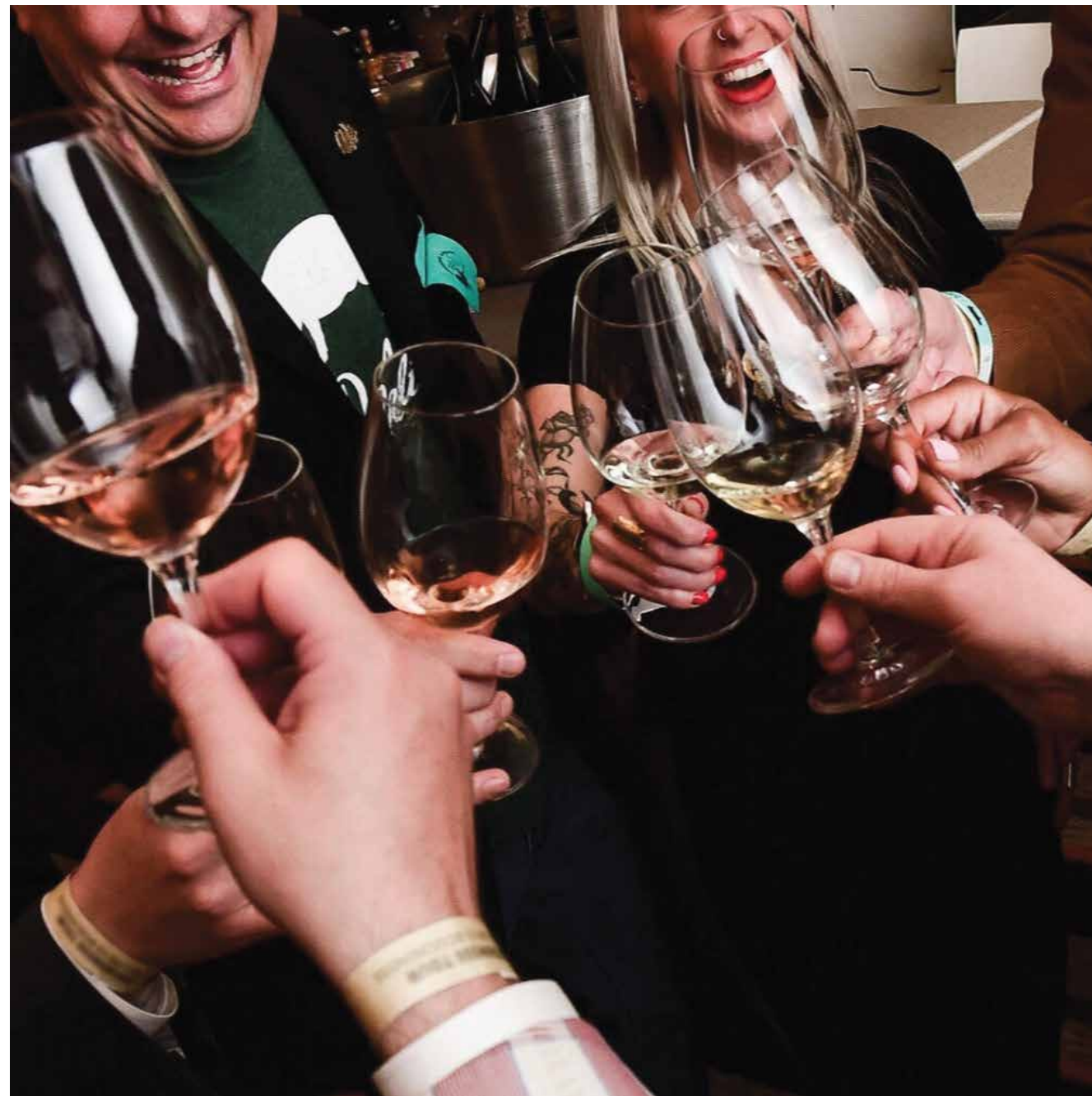
We can help you answer some of these questions:

- **How can I make my promotional campaign more effective and efficient?**
- **What channel(s) are delivering the best ROI?**
- **Where can I effectively expand my marketing efforts to drive more profitable sales?**
- **How can I optimize my marketing mix to build brand awareness while driving profitable sales?**
- **Why is our marketing strategy no longer working and how can we make it unique again?**
- **Competitors have popped up everywhere. How can we develop more than a strong “activation” and improve our performance and position in our industry?**

And most importantly, we are structured to deliver solutions to your business problems that are:

- **Customer centric**
- **Channel agnostic**
- **Integrated**
- **Streamlined & Efficient**

We help you navigate your customers path to purchase.



AWARENESS

Reach your Audience
At the Right Time
In a Memorable Way



ENGAGEMENT

Target Engagers
And Target Similar Profiles
Maximizing the Right Channels



PURCHASE

Drive Trial & Repurchase
Build Loyalty
Excel at Customer Service



Pablo Olay - President / COO

Expert at orchestrating fully integrated marketing campaigns across multiple channels domestically and internationally. Want digital, social media, PR, television, radio, direct mail, print, point of sale or guerrilla marketing? Pablo has you covered. He is the numbers' guy, making sure the financials and analytics make sense. Pablo has orchestrated some of the most successful marketing campaigns in the US to victory, winning dozens of awards for excellence in marketing communications, and the consumer and alcohol beverage industries.

Team Leadership



Taste Network has developed one of the strongest and most loyal networks in the food industry. We bring the right people at the right time. This approach allows us to be laser focused and nimble with the task at hand. Most importantly, our clients benefit by working with the most effective and efficient team available without overhead.



Brady Lowe Founder / CEO

Believer in social impact, sustainability, family farming, open access, charity and the future of safe food. Expert in live-events, sponsorship development, video planning and post, storytelling and culinary integrations. Founder to dozens of successful brands and digital narratives. Created and sold one of the most talked about culinary competitions in North America (2008-2019). Under his lead, Brady has run media campaigns consisting of local, regional and national public relation firms. Huge wine collector, owner of a restaurant, live-streaming chef competition and has won dozens of industry awards.

Contact Information

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