

Offer brands a powerful, effective way to communicate with, and learn from, highly-targeted users

One of the biggest challenges for any advertiser is reaching a qualified, targeted market.

Toast Network allows brands to communicate with confirmed users of beverage alcohol via the customer's local retailer!

By participating in the program, brands are provided with strategic product placement as well as editorial coverage. The program helps generate additional registered users for existing brand customer loyalty programs and also directs consumers to brand web sites.

Toast Network is currently establishing annual charter sponsor agreements with a limited number of leading wine, beer and spirits brands. The number of charter sponsors allowed to participate will be capped for the initial consumer database.

In addition to sponsorship positions in *Toast Magazine*, Toast Greetings and Toast Retailer Web Sites, participating brands may deliver dedicated product emails to the entire Toast subscriber list or an identified selection. Brands may also supply custom survey questions which will be populated through consumer registrations, sweepstakes entries, online polls and activity tracking from article and feature click-throughs. Extensive reporting and data analysis features are made available to charter sponsors.

> Brand Benefits

- Direct-to-consumer advertising with confirmed users
- Ability to reach consumers through their existing, preferred retail establishment
- Access to consumer profile data
- Ability to provide substantial editorial content not possible in traditional print advertising
- Ability to build stronger retailer support by helping provide customer loyalty tools and store web sites at no cost
- Ability to communicate with, and survey, retailers through Toast Network trade communication

Recipe Box

Dixie Bliss Scarlett O'Hara ◊
Folks around the world know this drink as the Southern Cranberry.

Kona-kona Chicken Wings with Thai Dipping Sauce ◊
Spicy and sweet meet to create a fun and simple appetizer.

POLL

When you entertain at home, which of the following do you normally serve?

- Spirits (whiskey, vodka, rum, etc)
- Red and/or white wine
- Domestic beer
- Imported beer
- Champagne

Submit

BROAD CREEK BOURBON

The Mark of a Classic
What does a throwback to the 19th Century have that makes it a classic in the 21st Century? Broad Creek Bourbon, a delightful and distinctive small batch

PRODUCT SPOTLIGHT

GEAR

Broad Creek Bourbon Cigars
Hand rolled elegant cigars seasoned and cured with world famous Broad Creek Bourbon. ◊

More Gear ◊
Kona-kona Folding Camp Chair
Dixie Bliss Cake
Prickly Cactus Margarita Mix Beach Umbrella

Autumn Leaves (1999)
The gold and two silver medals. Subtle oak note, fruit forward style featuring apple and pear with a crisp finish. ◊