

FULL CUP
Solutions

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Full Cup Solutions is a full-service consulting firm for agriculture and beverage industry businesses eager to build impactful and unconventional strategies for the future.



WHY FULL CUP SOLUTIONS?

In the modern business world, it's a requirement to excel in an ever-growing list of competencies, but that need is often not sustainable.

We can help!

We offer fresh eyes, experience, a collaborative mindset and vetted expertise in the categories that really count. With unique approaches including creating a custom "advisory board" for you from our rare network of visionaries, C-suite leaders and industry legends, we ensure your plans are built to last.

AREAS OF EXPERTISE

Accountability Tracking

Brand Strategy & Development

Coaching

*Content Strategy &
Development*

Communication Strategy

Corporate Retreats

DTC

Diversity Equity and Inclusion

Distribution Management

Digital Media Strategy

*Employee Recruitment
Strategy*

Employee Retention Strategy

*Events Creation,
Development and Execution*

Digital & Live Production

Goal Setting

Long Range Planning

*Marketing/Creative
Development*

*National Distribution
Consultation*

Pricing Strategies

Operations

Photography/ Video/ Design

Public Relations

Public Speaking

Project Management

Social Media Strategies

Team Building

Wine & Spirits Education

POPULAR TOOLS AND SERVICES

CORE COMMUNICATIONS AND MESSAGING PLAN

This plan delivers your core messaging and brand essence so you can easily, effectively and concisely share your most important messages with customers both virtually and in person.

VISITOR AUDIT + ASSESSMENT

Our expert, detailed analysis of visitor experiences will offer new, custom insights on your business, and help you identify exciting opportunities for the future

1-ON-1 COACHING AND BUSINESS DEVELOPMENT

This program works with each individual to identify areas of opportunity and alleviate pressure points in their business or position. Creating actionable steps to achieve success..

REVIEWS



"I once told Amanda: every time you call, I say yes without even hearing the whole story because you know how to make things happen! Amanda laughed at my comment, but I was serious. Amanda is one of those rare people who consistently overdeliver. When she says, "our campaign is going to reach at least 200 people," it ends up reaching 500. Amanda understands the power of charisma, the power of communication, the power of connection and the importance of a budget. I look forward to working with Amanda over the years to come."

-Dr. Laura Catena, Managing Director, Catena Zapata



"I have worked closely with Amanda since 2016 and in every interaction I have always found her to be professional, innovative, mindful of budgets and reasonable in expectations. And while her business objectives typically outpaced the market index, there was always significant support from her and her team to drive to consistent double digit increases and hit the goals. I'm excited to see her utilize her talents going forward and have no doubt she'll be successful in her next undertaking"

-Erle Martin, Executive Vice President, Business Development, Winebow



"Amanda Wittstrom-Higgins approaches every growth opportunity with a resourceful, problem-solving mindset before holistically mining her alliances and experience to put a plan in place that exceeds expectations. Amanda is sharp in her execution, a collaborative and creative visionary, a trusted authority, and respected by all who have the good fortune to connect with her."

-Cynthia Lohr, Co-owner, Chief Brand Officer, J. Lohr Vineyards & Wines



"In my nearly two decades of working in journalism and wine, few individuals have shown the combination of kindness, ambition, and commitment that comes naturally for Amanda W. Higgins. Whether she's running a major wine brand, building a brand-new conference, or empowering the next generation of female winemakers Higgins does it all with confidence and grace. She aims for big challenges, and achieves success with perfect poise and a big smile."

-Matt Kettmann, Senior Editor, Santa Barbara Independent and Contributing Editor, Wine Enthusiast



"Amanda is a visionary who can see an opportunity beyond the obvious and refresh standards into the new Vanguard. She is absolutely fearless and tenacious, which is why saying no to Amanda is nearly impossible. And why would you want to? Her desire to make everyone around her more successful comes from the heart, which is 100% why she is successful."

-Christopher Taranto, Communications Director, Paso Robles Wine County Alliance

ABOUT OUR PRINCIPAL

Amanda Wittstrom Higgins a 4th generation agriculturalist she created Full Cup Solutions in 2022. Her mission is to serve the agriculture and beverage industries who's businesses are seeking innovative strategy, long-term success and greater accountability.

Her experience taps deep knowledge of sectors including marketing, sales, operations and employee development, as well as an insight on what motivates and attracts consumers and employees of all ages, the business is propelled by Amanda's own core principles of crafting products with soul, enacting industry change, creating opportunity for others and honoring and understanding of the agricultural world.



Principal, Amanda Wittstrom Higgins



"I look forward to leveraging your unique gifts and building a plan which will create lasting growth & opportunities for you & your company."

- Amanda W. Higgins

*Full Cup Solutions LLC
P.O. Box 1677
Templeton CA 93465
Office: (805) 530-5533
connect@fullcupsolutions.com*



FULL CUP
Amanda W. Higgins