


FULL CUP
Solutions



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.

ABOUT OUR PRINCIPAL

Leveraging her knowledge of—and networks in—all aspects of the alcohol beverage space and propelled by a deep personal investment in the agricultural world, industry notable and business strategist Amanda Wittstrom Higgins launched Full Cup Solutions a full-service firm specializing in unconventional planning in the marketing, sales, operations, employee development sectors and beyond.

Offering fresh eyes, experience, a collaborative mindset and vetted expertise in the disciplines that can launch businesses into next-level success. The unique approaches include a custom “advisory board” made of visionaries, C-suite leaders and industry legends recruited by Higgins and based on client needs. The firm’s approach is based on its 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



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

APPROACH



Listen + Think + Create + Implement = Grow

PROCESS...

In order to be most successful it is critical to follow a multi step guided approach. Our goal is to receive maximum results when we work together. In order to ensure that all expectations are met we will develop a work flow calender and timeline following the approval of this proposal.

LISTENING

1

In depth review and evaluation of current project and priorities

IDENTIFY TARGETS

2

Summarize critical areas of focus with client and determine targets

DRAFT PLAN

3

Create a mutually beneficial plan which can be executed in phases to achieve outcome

ACTION & FOLLOW UP

4

Institute plan, create accountability tracking system, manage metrics

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

-Amanda Wittstrom Higgins



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