

WINE TASTING PACKS FEATURE FOUR MINI SAMPLES



FOOD & DRINK

Between the knowledge required and the not-unsubstantial investment, choosing a new bottle of wine can feel like a risky endeavour. That's why it's an ideal area for tryvertising, as we noted in our story last year about [WineSide's trial-sized tubes](#), and it's also presumably why San Francisco-based [Brixr](#) recently launched a set of tasting packs designed specifically for sampling. Now in beta, Brixr offers two different tasting packs, each featuring four 50ml bottles of boutique wines along with an online video tasting guide. The 2008 Pinot Noir Holiday Tasting Pack, priced at USD 69, includes samples of three wines from the Santa Lucia Highlands and one from the Sonoma Coast appellation. In addition to the four samples, recipients of the pack get a coupon for two full-sized bottles of their favourite sampled wines, shipped directly to their door at no charge. Also available is a Napa Cabernet Holiday Tasting Pack, whose USD 79 price includes a coupon for one free full-sized bottle. The sample packs themselves, meanwhile—sans coupons—are each available for USD 19 and USD 29, respectively. Tryvertising may make extra sense for wines, but it's a strategy that can overcome purchase hesitation in just about every product area. Particularly during tough economic times, it pays to let customers try before they buy! While Brixr was developed by the wine innovators at [Crushpad](#) for their own customers, the company has also had considerable interest from other winemakers. (Related: [Tryvertising store expands in Spain — A box of samples, delivered by UPS — Vending machine dispenses free samples — Heated bus stop offers sympvertising and samples.](#))

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