

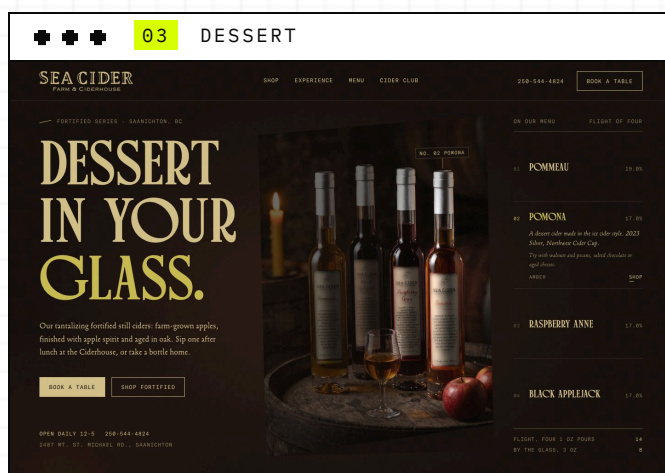
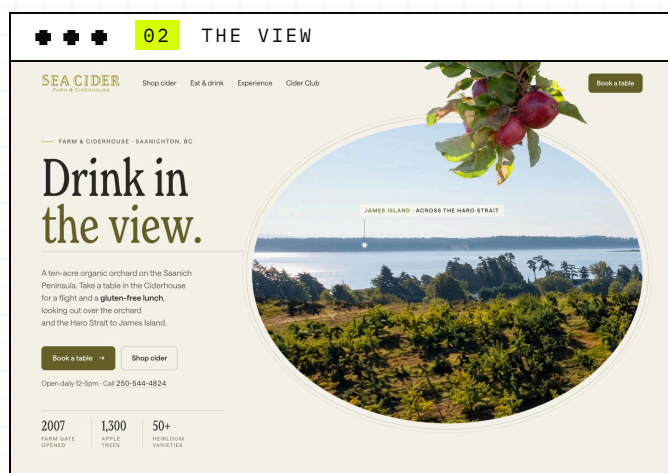


A new website for Sea Cider.

PREPARED FOR THE SEA CIDER TEAM • BY ERIC BERG, CRUSH

THE TOP OF YOUR HOMEPAGE

Three ways it could look. Pick one, and we build the rest in it.



THE LAUNCH

\$3,500

for \$5,137 of work, one time

LIVE

Within a week
of saying go

YOURS

Yours to keep
theme and files in your store



01 WHERE WE STARTED

What we built it around.

01 Spend the perfect afternoon.

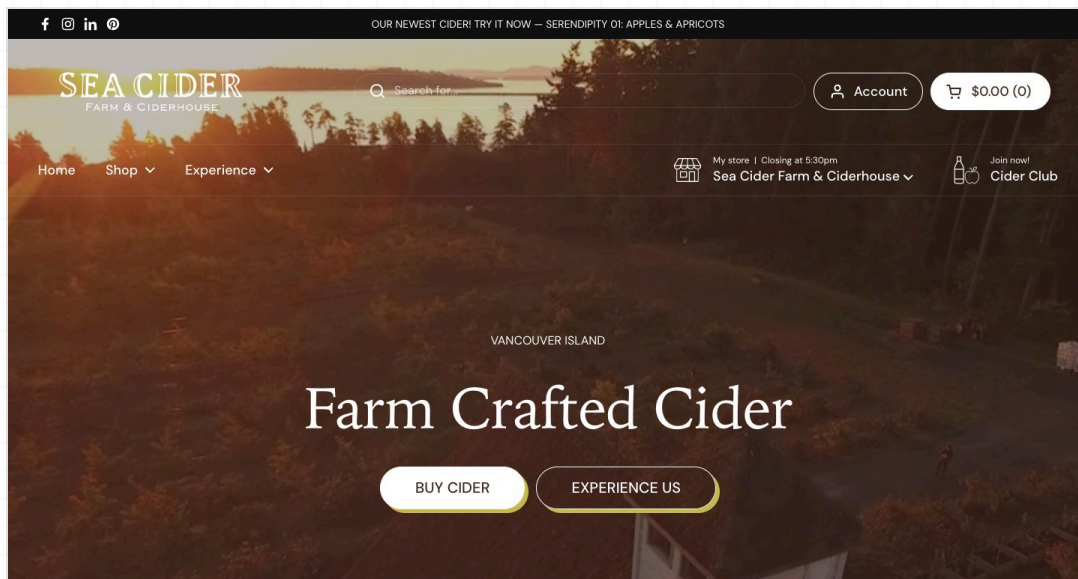
Your own line from the homepage. Option 1 puts your Ciderhouse up at full size and lets the afternoon pass over it: the sun runs your opening hours from noon to five, and the barn turns from midday blue to late gold as it goes.

02 Drink in the view.

Your About page says it. Option 2 is daylight: the orchard and the Haro Strait out to James Island, inside the oval from your own labels, with your 1,300 apple trees and more than 50 heirloom varieties beside it.

03 Dessert in a glass.

Your fortified flight, Pommeau to Black Applejack, by candlelight. Option 3 lets people pick one from your menu card and read its tasting note and pairing. Every option keeps Book a table and 250-544-4824 one tap away, in thumb reach on a phone.



TODAY

ON A PHONE



02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	The website A new theme for your Shopify store, built out from the top you've just seen: up to five pages plus your shop and product pages, in the same look, on your real ciders and checkout. Live on seacider.ca within a week of saying go.	\$3,500
02	A launch promo A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.	\$199
03	A launch email Designed and written for your Cider Club members and your customer list, so the people who already drink your cider hear about the new site from you.	\$495
04	A launch ad set Twelve ads, each sized for feeds and stories, with moving versions of the best four.	\$495
05	A phone receptionist, first month From Whoever, our sister company: a voice assistant built around your Ciderhouse, so visitors can call about tables, tours and the Cider Club while you are busy with guests. You teach it by text, and every call it takes becomes a short written record you can read after.	\$149
06	30 days of changes Text or email us what to change. It's live the next business day.	\$49

PLUS, WHEN YOU SAY GO BEFORE 12 NOVEMBER 2026

BONUS	Launch email setup We set up the launch email in your Shopify store and line it up for your customer list, ready to go out on launch day.	\$250
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TOTAL VALUE	YOU PAY	THE ONE-WEEK PROMISE
\$5,137	\$3,500	If the site isn't live within a week of go, your first three months of changes are free.

ALL PRICES IN CANADIAN DOLLARS. EACH VALUE IS OUR OWN PRICE FOR THAT PIECE ON ITS OWN.



03 HOW IT GOES

Live within a week of go.

DAY 0

You say go

You pay the 50% deposit and add us as a collaborator on your Shopify store. Your live store won't change until you say.

DAYS 1 TO 7

We finish the site

We turn these pages into your Shopify theme. You see every page in a preview before anything goes live.

LAUNCH

It goes live

The new theme goes live on seacider.ca, and the promo, email and ads are ready to go out with it.

30 DAYS

Changes, next day

Text or email a change and it is live the next business day.

04 INVESTMENT

The launch

\$3,500

To start, when you say go (50%) \$1,750

When the site goes live \$1,750

AFTER LAUNCH, MONTH TO MONTH, ONLY IF YOU WANT THEM

Unlimited edits, live next business day \$49/mo

Four animated promos a month, vertical and square \$599/mo

Two custom email designs a month \$395/mo

Twelve unique ads a month \$395/mo

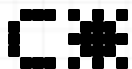
05 WHAT YOU OWN

- The theme and every file, in your Shopify store and your name.
- Your ciders, Cider Club, orders and checkout stay right where they are.
- No commitment on anything monthly. Cancel anytime; the theme stays yours.

OR ALL FOUR, TOGETHER

\$795/mo ~~\$1,438~~**OPTIONAL
ADD-ON**

Unlimited edits, four animated promos, two custom emails and twelve unique ads every month. You save \$643/mo. No commitment, cancel anytime.



06 NEXT STEP

Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 12 November 2026.

Say go by email

See the first look again

Eric Berg

CRUSH DIGITAL ATELIER · ERIC@CRUSHHH.CO · CRUSHHH.CO