

Before The Glass - Things To Consider When Entering The Booze Business

Before The Glass serves as a blueprint of elements that small brands should consider when entering the alcohol industry.

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/EINPresswire.com/ -- There are many challenges faced by small businesses. But when that business produces alcohol, lack of knowledge can have devastating consequences. [Before The Glass](#) serves as a blueprint of things to be considered when entering this capital intense industry.

The author Heather Dolland, shares many lessons learned while working with craft distillers both domestic and international. It's an easy and engaging read filled with practical steps suitable for brands at different stages in business, including development.

For over 14 years, Heather has been in different aspects of the spirits industry. As a Brand Ambassador for many premium wine and spirit brands, she was responsible for creating events that engaged consumers through experiential programs.

Her experience working to build and [promote craft beverages](#) through her company [Tastes Brands](#), revealed a series of missteps that were often made with catastrophic results.



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Before The Glass was written to add clarity to this very complex business.

About Tastes Brands:

Tastes Brands was created to bridge the gap between import and distribution to the New York market.

We realize that every brand does not fit into the traditional distribution system, and neither do we. We also recognize that each brand desirous of entering the market is in different

stages of development.

Allow us to help avoid costly setbacks by being your partner when navigating this very complex landscape. We provide individualized support and create the necessary strategy, to successfully introduce your products to the market.

An approach that only an experienced boutique company can take.

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