A new website for Archival.

PREPARED FOR LEVI AND CALLEE · BY ERIC BERG, CRUSH

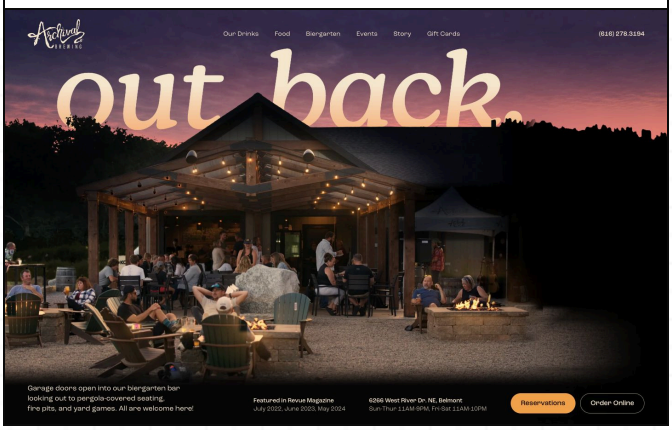
THE TOP OF YOUR HOMEPAGE

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

01 RECREATING HISTORY.



02 OUT BACK.



03 A MEAL AND A DRINK.



THE LAUNCH

$2,500

for $3,660 of work, one time

LIVE

Within a week

of saying go

YOURS

Yours to keep

site and files in your name

01 WHERE WE STARTED

What we built it around.

01

Recreating History.

Your line, and your labels as the archive. Option 1 stands ten of them as spines on a shelf and pulls one open with its story, starting with Aegir's Wreath and its World Beer Cup silver.

02

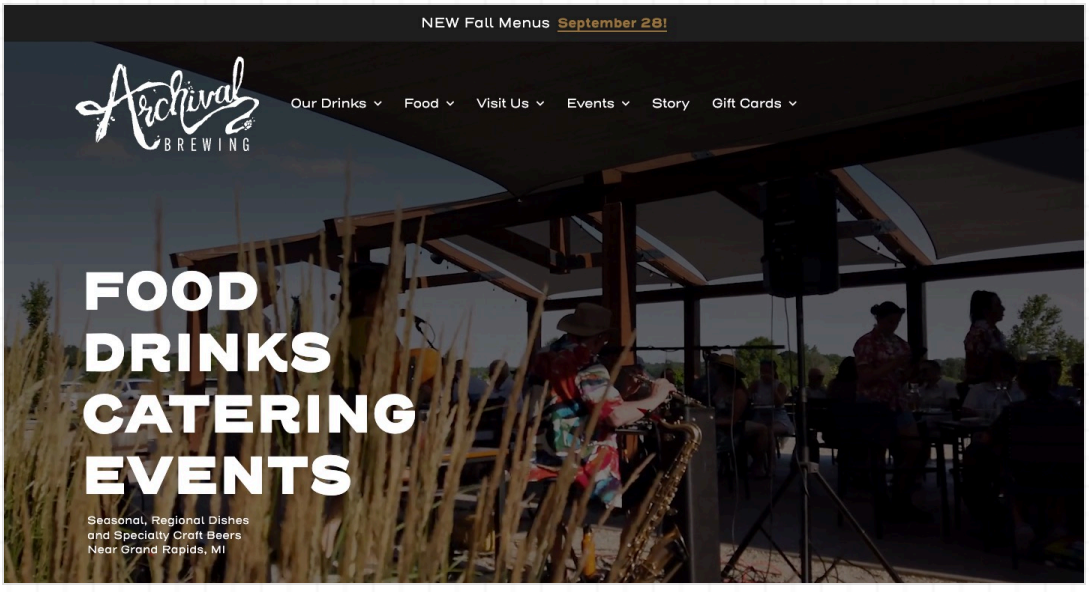
Your biergarten out back.

Your own words and your own evening photo, with the sky from another of your shots. Option 2 stands the words behind the gable, with the fire pits and the people in front of them.

03

Ample room to share a meal and a drink.

From your story. Option 3 sets that sentence with your plate and your flight inside it, over the timber hall in daylight, with Reservations one tap away.



TODAY



ON A PHONE

02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	**The website** A new site for Archival: the homepage, your beers, your food menu, your taproom and events, and a way to get in touch, built out from the top you've just seen. Live on your domain within a week of saying go.	$2,500
02	**A launch promo** A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.	$140
03	**A launch email** Designed and written for your regulars and your list, so the people who already love your beers hear about the new site and the next release from you.	$350
04	**A launch ad set** Twelve launch graphics for your own channels (email, socials, site banners), each sized for feeds and stories, with moving versions of the best four.	$350
05	**A phone receptionist, first month** From Hire Whoever, our sister company: a voice assistant built around your taproom, so callers asking about hours, what's on tap, the kitchen or this weekend's events get an answer while your team is pouring, and every call becomes a short written record.	$105
06	**30 days of changes** Text or email us what to change. It's live the next business day.	$35

PLUS, WHEN YOU SAY GO BEFORE 13 NOVEMBER 2026

BONUS	**Launch email setup** We set up the launch email and line it up for your regulars and your list, ready to go out on launch day.	$180

TOTAL VALUE	YOU PAY	THE ONE-WEEK PROMISE
~~$3,660~~	$2,500	If the site isn't live within a week of go, your first three months of changes are free.

ALL PRICES IN US 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 give us access to your domain and current site. Your live site won't change until you say.

DAYS 1 TO 7

We finish the site

We build these pages into your full site. You see every page in a preview before anything goes live.

LAUNCH

It goes live

The new site goes live on your domain, and the promo and launch email 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	$2,500
To start, when you say go (50%)	$1,250
When the site goes live	$1,250

AFTER LAUNCH: MONTHLY PLANS FROM $250, ONLY IF YOU WANT ONE

Care Site care and hosting, unlimited edits live the next business day, your Google listing kept current.	$250/mo
Grow Everything in Care, plus SEO: a new page or article a month, a Google and AI check, one campaign from your site.	$500/mo
Growth Partner Everything in Grow, plus full SEO and every campaign piece each month: emails, promos and ads.	$1,000/mo

05 WHAT YOU OWN

- The site and every file, in your name.
- Your photos, beers, and contact details carry over.
- No commitment on anything monthly. Cancel anytime; the site stays yours.

06 QUESTIONS

The usual questions.

01

Will moving hurt my Google ranking?

We move it carefully. Every page address on your current site keeps working or forwards to its new page, and your titles and business details carry over, so nothing Google already knows about breaks. The new site is fast and built for phones first, which Google rewards. We don't promise rankings.

02

Is it secure?

Yes. It's built lean and tested on a preview before anything goes live, and your forms keep sending to the same inbox they do now.

03

Who owns it?

You do. The design and every file sit in your name. Your domain stays with you; nothing of ours renews unless you ask.

04

How do I make changes?

Text or email me the change and it's live the next business day. The first 30 days are free. After that, unlimited changes come with any monthly plan, from $250 a month, cancel anytime.

05

When do I pay?

Half ($1,250) when you say go, the rest ($1,250) when the site is live. You've seen the homepage before paying anything.

06

What about new releases?

Then the site changes with them. New beers, hours and events are easy to update, and I'll load your current lineup into it as part of the build.

07 NEXT STEP

Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 6 December 2026.

Say go by email

See the first look again

Eric Berg

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