

copperworksdistilling.com



ABOUT COPPERWORKS

Copperworks Distilling Company is a craft distillery, tasting room and retail store located in Seattle's downtown waterfront.

They craft four different spirits – whiskey, gin, cask-finished gin and vodka, in traditional Scottish copper stills, from barley-made beer.

Copperworks also offers tours, tastings, workshops, event-space rental and both a retail and online store.

Sustainability is important to them.

CURRENT WEBSITE

The current site looks dated, with an overabundance of text and a few small photos.

Their font and photography assets are decent, but they aren't being used to their full advantage. The navigation sub-menus could be simplified.

WEBSITE AUDIENCE

- Tourists to Seattle Waterfront
- People interested in the process of crafting spirits
- Appreciators and purchasers of quality spirits
- Small group event organizers

WORD DESCRIPTORS

- Artisan Craft Process
- Award-Winning Quality
- Local Community
- Sustainability and Locally Sourced
- Innovation Based on Tradition

GREATER SEATTLE AREA



JP TRODDEN Woodinville www.jptrodden.com

OTHER COMPETITORS | GREATER SEATTLE AREA

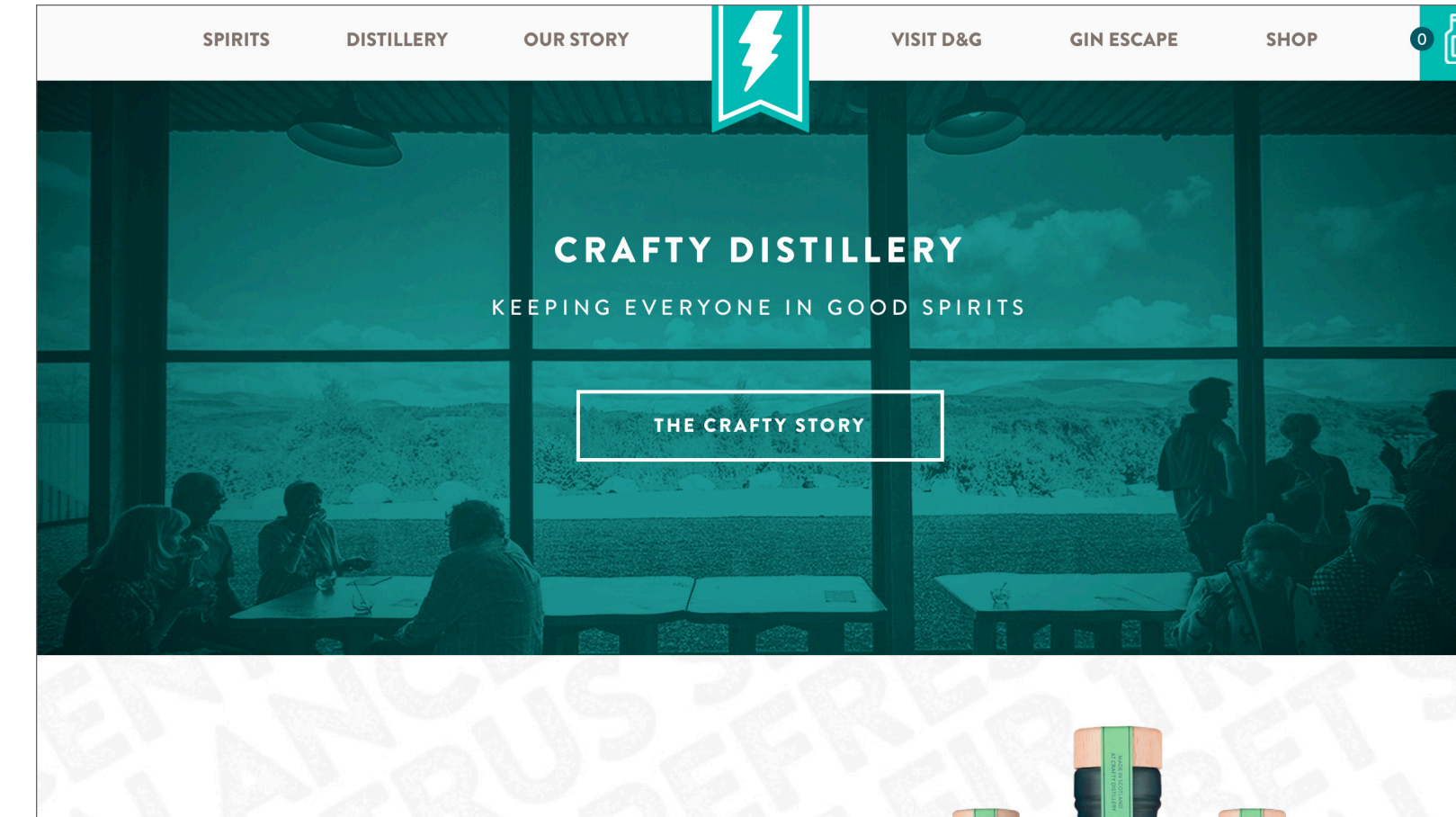
www.3howls.com

batch206.com

heritagedistilling.com

www.whidbeydistillery.com

SCOTLAND



CRAFTY DISTILLERY Scotland www.craftydistillery.com

OTHER COMPETITORS | SCOTLAND

www.visitscotland.com/see-do/food-drink/whisky/distilleries/

www.kingsbarnsdistillery.com

www.deanstonmalt.com

www.jurawhisky.com

www.thebalvenie.com

www.laphroaig.com

tobermorydistillery.com

www.jptrodden.com

PRODUCTS

1 Bourbon product, other items

FEATURES

- Can't buy bourbon online
- Shopping Cart
- Contact Form
- Search
- Blog post
- Only one bourbon product
- Returning customer sign-in (shopping cart)

VISUAL

- **FONTS:**
Moonshiner, Arizona, Berenis ADF Pro, League Gothic, Open Sans
- **COLORS:**
Very dark grey, red, white, tan, gold
- Full width rows, long scroll, parallax

MAIN NAV (NO SUB-NAV)

- Our Story
- The Bourbon
- Our Craft
- The Latest
- Connect
- The Goods
- Cart
- Search

HOME PAGE

- Large homepage hero
- Nav initially below the photo, once you scroll, it sticks to the top
- Large message over photo
- Award message over photo

HOME PAGE MESSAGING

- Small batch, hand crafted, award
- Grain to Glass, American made
- High Standards—"our way"
- Owner Quote
- Passion—Our Craft
- News (4 story tiles, link to all)
- Calendar (3 items, link to full)
- Tour Tastings
- Shop

FOOTER

- Some Nav
- Site Map
- Contact Info
- Directions link

"OUR STORY" PAGE

- Big photo with page name over it. Same header image on all pages.
- Quote, text, callout
- Large photo, text over it, parallax
- Bio on JP Trodden
- Photo tiles at bottom with links to product, craft, shop, news

"CONNECT" PAGE

- Address, phone, email
- Google map
- Form

SHOPPING PAGE & CART

- Not sure what system they use.
- Header image annoying when browsing products.
- Bourbon not available to purchase online, just other items
- Description of items low on page under large product photo. Plus large header photo. Makes it hard to find.
- Pop up after adding to cart is friendly looking.
- Button changes to update cart when quantity is changed.
- "Returning customer? Please sign in" message.
- Cart looks clean, seems to function pretty well.

www.craftydistillery.com

PRODUCTS

1 gin, with a few limited editions

FEATURES

- Age question; no “remember me” feature
- Chat signup (form)
- Woo Commerce for cart
- No search
- MapBox map

VISUAL

- **FONTS:**
Brandon Grotesque throughout
- **COLORS:**
Turquoise, tan, black/gray, white, bright green, bright orange (body font is turquoise)
- Turquoise/black photo
- Logo in center top
- Checkerboard split screen alternates with white rows
- Huge icons on Small Print page (from footer)

MAIN NAV (NO SUB-NAV)

- Spirits
- Distillery
- Our Story
- Visit D7G
- Gin Escape
- Shop
- Cart

HOME PAGE

- Age question overlay
- Nav across top
- Large photo with link to crafty story link
- The Gin
- Checkerboard – Photo, Our Story, Tours, Photo
- Chat Signup
- Map, Instagram feed, nav links, copyright

HOME PAGE MESSAGING

- Casual tone
- Tours
- Hours
- Who/where they are (Galloway Distilled)
- Tours (two choices)
- Make Cocktails
- Private Events
- “Chat” signup (for newsletter?)

FOOTER

- Large map
- Instagram feed
- Social links
- Contact, shipping, jobs, terms (separate links all go to same page)

PAGES

- Checkerboard layout with large 50% wide photo
- Alternates with full width rows
- Small amount of text
- Text design sometimes works well, sometimes clunky
- Form

SHOPPING PAGE & CART

- Only 3 items, link to more details, then add to cart
- Cart works, could be a little cleaner
- Nice icon in nav bar with number of items in cart