

# COMPETITIVE ANALYSIS

St. George Spirits occupies a unique niche in the craft spirits market, where other local distilleries can't really outcompete its diverse and unique product line, yet it isn't trying to compete with large gin or vodka brands (e.g. Beefeater or Hendricks) either. It also has a large customer base in the Bay Area, consisting of people, bars and restaurants looking to support locally-owned businesses. Two of the following brands are newer local distillers who may be competing for shelf space and customer bases within the Bay Area (or California, depending on their scale) and the third brand is a 2019 contest winner with a similar brand story and product diversity.

## ST. GEORGE SPIRITS VS. DIRECT COMPETITORS



### DESCRIPTION

An established distiller making a diverse range of spirits since 1982, passionate about using quality ingredients to make the best spirits possible. Renowned for its Terroir Gin and absinthe, as well as the founder's mentorship of other master distillers

### STRENGTHS

- The brand has legacy in the craft spirits industry.
- Passionate and open about sharing the journey with the public.
- Mission is to make the spirits industry better; not looking to outcompete other craft distillers. Has supported other local brands, such as Nickel Dime Syrups.
- Website shows a lot of information about products and story.

### WEAKNESSES

- Website is not responsive, feels dated. Doesn't quite match up with brand identity or story conveyed at the distillery.
- Doesn't have a dedicated marketing team; not focused on marketing products – missing out on opportunities to share brand story with more people. (Let's products market themselves.)
- Relies primarily on word-of-mouth for people to get to know the brand. Might be perceived as more of a "fun place to go to" rather than a brand that people want to stay loyal to.

### ONLINE PRESENCE

Website, Instagram, Twitter, Facebook.  
Instagram user base: 31.5k followers  
Yelp rating: 4.5 stars, 806 reviews



### DESCRIPTION

An Oakland-based distiller that you'll find sharing shelf space with St. George's gin, albeit much newer to the industry and operating on a much smaller scale.

### STRENGTHS

- Website is responsive, with intuitive navigation. Minimal design helps users focus on content.
- Interesting brand story (that you'll learn if you visit their tasting room or events) and often characterized as a distillery that brings together the Oakland community.
- "What we make" page clearly lists the spirits that are currently in production, as well as what's in stock, so users can decide what to purchase or try at their tasting room.
- Recipes page is engaging, with flavor profiles characterized creatively.

### WEAKNESSES

- All text on the website is in caps, which compromises readability.
- Website isn't well-maintained or kept updated (product listings are from 2017).
- Text font is inconsistent between pages.
- Photos are small, hard to see.
- Website doesn't convey brand story well. Customers must visit the tasting room in order to learn more about the story and the brand's selling points: the quirkiness, passion, persistence, and innovativeness.

### ONLINE PRESENCE

Responsive website, Instagram, Twitter.  
Instagram user base: 1.2k followers  
No reviews on Yelp.



### DESCRIPTION

A small women-owned Oakland whiskey distiller highlighting sustainable agriculture and California botanicals

### STRENGTHS

- Website is responsive, modern, easy-to-read, organized, professional. Shows that the brand is serious about its work/products.
- The brand's mission is clearly conveyed, so target customers can easily identify them as a brand to support.
- The 21+ overlay page is different from other websites' pages – creatively breaks a pattern and makes it a more pleasant experience.
- The content on the product page shows that the brand knows/has determined who its target users are. The focus on where each product is aged and bottled shows the brand's commitment to transparency and connection to Bay Area's food culture.

### WEAKNESSES

- The homepage has a video that conveys the brand story, but no text content to entice users to click on the video.
- Small operations; available at various retailers around the Bay Area and at two retailers in Los Angeles.
- Photo gallery has small images; would better convey brand story or distillation process with larger images or a full-width carousel.

### ONLINE PRESENCE

Responsive website, Instagram, Facebook.  
Instagram user base: 1k followers  
No Yelp page.



### DESCRIPTION

A distiller based in Durham, North Carolina, offering small-batch gins and whiskeys. FEW's Coffee Flavored Gin won "Best of Gin" in the 2019 American Craft Spirits Association Awards

### STRENGTHS

- Website is responsive, professionally designed. Strong visual hierarchy.
- Large, clear photos. Parallax scrolling interaction makes the website feel modern and enticing.
- Navigation menu includes a search function that works well.

### WEAKNESSES

- "Origins" page takes a while to get to the actual brand story.
- Navigation menu sometimes glitches and the links don't work. The background changes color to match the different page colors, which can make it confusing for users.
- There is an Instagram gallery section in the footer, but it is empty.
- "Distillery tours" page doesn't list hours or other details, only that the tours are Thursdays through Sundays. User must scroll down to the footer to see specific details.
- "Events" page is not up-to-date; all events listed are from the previous year.

### ONLINE PRESENCE

Responsive website, Instagram, Twitter, Facebook.  
Instagram user base: 10.8k followers  
Yelp rating: 4.5 stars, 64 reviews.