

Web Content Strategy

Overview

Murmuration Malts is a malting business that prides themselves on modifying the best barley for brewing and distilling throughout Western NY. Brewery and homebrew customers looking for base malts as well as specialty malts and barley-malt for distilling, will be pleased to know that all our grain is grown in New York State. Our malts are a true Finger Lakes product.

About Murmuration Malts

1. We will be producing base malt/brewers pale malt, and various other speciality malts (there are about 10+other specialty malts). Since we're not yet malting keep the specifics of their availability as information available by request. We also plan to work with clients to customize batches for their brewing or distilling needs.

2. Delivery will be available, information available by request

3. We will entertain any good quality, malting barley grown in New York State that has been tested to have:

A pure lot of acceptable variety (2-row or 6-row), Germination rate of 95% or higher, Protein content of 11% - 12.5%, Moisture content of 13.5% maximum, Plump kernels of uniform size, Fully mature grain, No signs of pre-harvest germination on the stalk, Free of DON toxins from head blight, Free from other diseases, Free from frost damage, Not weathered or deeply stained kernels, Free from heat damage, Free from insects, admixtures, ergot, treated seeds, smut and odor, Free of chemical residue (The Brewing and Malting Barley Research Institute)

What Is Malting?

Malting involves a process of germinating, drying, and roasting barley in order to deliver brewers with the finest malt. Without malt, beer would not be as malt is at the heart of brewing.

Raw barley kernels are hard making the starches and nutrients brewers require locked inside and inaccessible. Many of the enzymes that brewers demand to convert starches and create alcohol don't exist yet in the raw. These enzymes must be created during the malting naturally and inside the grain. Malting is all about preparing the grain's contents (enzymes and starches) and making them accessible for brewers to use.

Specialty malts—also called flavored malts—come in a wide variety of colors, flavors and aromas and can contribute very different qualities to a beer. They're a brewer's spice and each one is unique; usually in smaller batches because they're not used as copiously as base malts and because their particular flavors and aromas don't last as long in storage.

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Important and Relevant for Malt Houses to Understand :

<http://www.flowercitymaltlab.com/farm-breweries> &

http://www.weblaws.org/new_york/laws/n.y._alcoholic_beverage_control_law_sec._51-a

Competition and Local Growers:

<http://deercreekmalt.com>

<http://farmhousemalt.com>

<http://pioneermalting.com>

<http://www.flowercitymaltlab.com>

<http://www.newyorkcraftmalt.com> (<http://www.takepart.com/article/2015/06/29/craft-beef-local-grain>)

Target Audience:

1. Farm brewery & Microbrew brewmaster
2. Enthusiasts (homebrew & general)
3. Farmers selling grain

Brand Traits:

Local...but not exclusive

Personable...but not informal

Approachable...but not unprofessional

Passionate...but not intense

Adaptable...but not conformable

Welcoming...but not companionable

Accessible...but not exposed

Human...but not opportunistic

Tactile...but not sensual

Copy Examples:

Tone/Voice: We are most comfortable with a clear, concise voice. We would rather error on the side of trite than too breathy. We would like to sound competent and compatible to our customers' specific requirements. Judd and I love to talk but we don't want to see a bogged down, heavy site. Murmuration is a new business and we are not in the position to sell what we can not provide.

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User Objectives : This is where we will define what a user wants to see when visiting <http://murmurationmalts.com>

User Personas

What type of visitor is going to get value out of the website. A small brewery who is researching potential suppliers? Someone looking for quick delivery? A consumer of fine drinks backtracking the sources of their local beer? Someone looking to see how the malt is harvested and processed?

Fictitious Users:

Bill Smithers (*private home brewer*)

Bill is a private home brewer looking to do X Y and Z. Bill orders small amounts as he makes beer in his free time. Bill wants a variety of malts and desires to know a bit about the process including the type of malt he's purchasing. As with anything being purchased, Bill desires to know the price as he wanders around the site. Once Bill has found what he's looking for he desires to contact or place an order.

Lori Lorensen (*Head of purchasing for local craft brewery*)

Lori works for a local craft brewing company and is in charge of malt orders. She is looking for X Y and Z. Lori needs to understand pricing in quantity since she will be buying a larger amount than your average home brewer. She's also interested in delivery so she'll need to understand the costs associated with that service. Lori is always annoyed by X Y and Z with many malting `sites and wishes someone would make a better one that fits her needs.

Johnny Popper (*Barley grower*)

Johnny's father is an old curmudgeon corn & soybean farmer. Johnny is ready to take over the family business but his father just won't kick. Johnny wants to add 2 row barley to the family's portfolio. Johnny doesn't want bean & corn no more; he wants beer. His father gave him 50 acres to plant and care for himself. Johnny knows the Farm Bill is helping to establish new breweries but he doesn't know if there is anyone else out there that needs his grain. He googles...Malthouse

Sell Us Your Barley:

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Hours/Phone/Address

[List out Malts provided?](#) Management capabilities?

Delivery options: information available by request

Home Brewers Order Information

The Process?

Contact Form

Blog

Rough Page Overview:

- Home
- News/Blog

Social Networking Accounts:

<https://instagram.com/murmurationmalts>

<https://www.facebook.com/Murmuration-Malts-739676176137442>

Email Accounts:

murmurationmalts@gmail.com

SEO and Sharing

Title: [The [title](#) element [represents](#) the document's title or name (max chars:60)]

Meta Description: [summary of each page's content (max chars:160)]

Twitter Card:

Facebook OG:

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Who is most important?

People buying malt

feature they buy from local farmers