

Competitive Analysis Template

Use this template as a guide, but feel free to add your own content or formatting.

OFF THE VINE: Competitive Analysis

Team Members: Katherine Vanke

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Summary

After evaluating the sites below, I have found that the majority of these competitors offer options for buyers that combine the wine itself, the atmosphere of the wineries and the other services that can be overviewed, purchased and combined with services offered. These experiences are more centered on the atmosphere of the business, rather than the actual product, which seems to be successful.

Competitors Evaluated

List 5 competitors, their URLs. descriptions of their websites or businesses and how they were chosen. You may use competitors determined by the client or your own.

1. Debonne Vineyard – <https://www.debonne.com/>
 - Classy, Rustic, Photography, mostly one column content, one box over textured brown background, sans serif thin fonts
2. Hundley Cellars – <http://www.hundleycellars.com/>
 - Greeted with large vector logo on the front page, calm gray toned colors, photography of vineyard, wooden top border, bold serif logo, with small sans serif body copy. Accent red wine color.
3. Harpersfield Vineyard - <https://www.harpersfield.com/>
 - Dusty feel, large pictures with white helvetica text to introduce services. Accented with purple and gray thin arial, with simple navigational features.
4. Valley Vineyards - <https://www.valleyvineyards.com/>

- Small sans-serif font used, on light mustard color background. Yellow banner title, Vendana bold font, rotating header photo, hover dropdown sidebar.

5. The Winery at Spring Hill - <http://www.thewineryatspringhill.com/>

- Uses a large variety of font sizes and colors (red, blue, green), old-school feel, location and phone number highlighted in black. Store in the center of page, in purple with white sans text. Menu is also in purple and white, and expands when hovered over.

Navigation and Labeling

Winery, events, shop, contact, search, FAQs

Drop down menus, instructions to frequently used services, links to social media

Content and Features

Simple designs, limited text, explanation of frequently used resources.


Events, online store, pictures, history, hours, newsletters, directions

Additional labels, or further organization, pictures of products

Voice and Tone

The tone of these sites are rustic and relaxed. They are welcoming, easy to navigate and resourceful. There are few errors because it is so simple.

Design Aesthetics and Layout

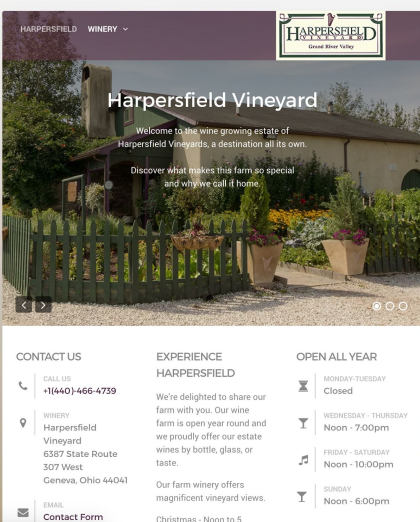


Located in Madison, Ohio about an hour east of Cleveland, **Debonne Vineyards** is now the largest estate winery in Ohio, boasting over 175 acres of vines.

Debonne Vineyards central location in the Grand River Valley wine region benefits from a climate moderated by the thermal effects of eastern Lake Erie. Our family commitment to excellence begins in the vineyards and is reflected in the quality of our premium Debonne Vineyards varietals and the original Chalet Debonne blends.

Debonne Vineyards is also the first Ohio winery to open up a micro-brewery. [Click here for Double Wing Brewing Co.](#)

Thank you for your patronage!



Harpersfield Truth is in the Glass! Winery Mascots

Harpersfield Vineyard

Welcome to the wine growing estate of Harpersfield Vineyards, a destination all its own.

Discover what makes this farm so special and why we call it home.

CONTACT US	EXPERIENCE HARPERSFIELD	OPEN ALL YEAR
<p>CALL US +1(440)-466-4739</p> <p>WINERY Harpersfield Vineyard 6367 State Route 307 West Geneva, Ohio 44041</p> <p>EMAIL Contact Form</p>	<p>We're delighted to share our farm with you. Our wine farm is open year round and we proudly offer our estate wines by bottle, glass, or taste.</p> <p>Our farm winery offers magnificent vineyard views.</p> <p>Christmas - Noon to 5</p>	<p>MONDAY-TUESDAY Closed</p> <p>WEDNESDAY - THURSDAY Noon - 7:00pm</p> <p>FRIDAY - SATURDAY Noon - 10:00pm</p> <p>SUNDAY Noon - 6:00pm</p>



VALLEY VINEYARDS WINERY • BREWERY

HOME ABOUT US NEWS & EVENTS SHOP FAQ CONTACT

DISCOVER VALLEY VINEYARDS

You'll find nationally award-winning, estate-grown table and dessert wines from our vineyards in the Ohio River Valley Appellation. Since 1970, the Schuchter family has been dedicated to bringing you a wide variety of fine wines, and now, craft beers.

Valley Vineyards is located in Morrow, Ohio between Dayton and Cincinnati, a region of glaciated soils especially beneficial for growing premium wine grapes.

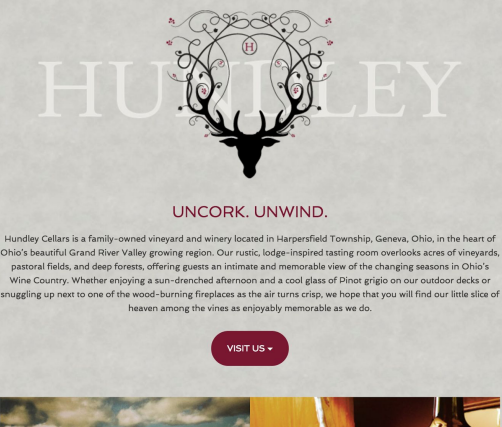
At Valley Vineyards, join us for weekend cookouts, wine and beer tasting, good food and friendly people in a congenial atmosphere. Our family invites you.

While you're online here, [keep up on the latest news and events](#), find helpful information, look over our tasting notes, and explore our growing variety of quality Ohio wines through the online store, which makes buying local convenient.

Valley Vineyards • 2276 East US 22 B 3 • Morrow, Ohio 45152 USA • Ph: 513.899.2485 • Fr: 513.899.9022

[Home](#) | [About Us](#) | [Wine & Events](#) | [News & Events](#) | [Shop](#) | [FAQ](#) | [Contact](#) | [Privacy](#) | [Terms & Conditions](#) | [Site Map](#)

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HURDLEY

UNCORK. UNWIND.

Hurdley Cellars is a family-owned vineyard and winery located in Harpersfield Township, Geneva, Ohio, in the heart of Ohio's beautiful Grand River Valley growing region. Our rustic, lodge-inspired tasting room overlooks acres of vineyards, pastoral fields, and deep forests, offering guests an intimate and memorable view of the changing seasons in Ohio's Wine Country. Whether enjoying a sun-drenched afternoon and a cool glass of Pinot grigio on our outdoor decks or snuggling up next to one of the wood-burning fireplaces as the air turns crisp, we hope that you will find our little slice of heaven among the vines as enjoyably memorable as we do.

[VISIT US](#)

The Winery at Spring Hill

Call us at: 440-466-

Home

Online Store

Hard Ciders

Menu

Entertainment Schedule

Events & Activities

Murder Mysteries

Photo Gallery

Clubs

Where to Buy

Contact Us

Welcome to Wine Country!

Most days we have the fireplace burning so sit back, drink some wine, have some food and enjoy life at a little slower pace for awhile!

Welcome to The Winery at Spring Hill! We pride ourselves on having a friendly staff and comfortable atmosphere. As soon as you walk in our door you will be greeted by one of our smiling staff. In the summer you can enjoy our large outdoor patio. In the winter you can relax by one of our two woodburning fireplaces. Make yourself at home because we want you to feel like part of our family. Sample some of our wines, enjoy our delicious menu, and enjoy live music on Friday, Saturday and Sunday.

We have 22 different wines ranging from dry and semi-dry Vinifera to semi-dry and semi-sweet Labrusca and fruit wines. We are now making our own Hard Ciders in several different flavors. We have a fairly extensive menu that will satisfy anything from a snack to a meal. On Friday and Saturday evenings we have dinner specials. Our retail gift shop offers many gift ideas. It has been described as one of the best gift shops of any of the area wineries.

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REMAINING UNITS

Murder Mystery

Dinner Theater at

The Winery at

Spring Hill...

April 7, 2017 at 6:00 PM

The Winery at Spring Hill

16052

South Ridge Road West

Geneva, OH 44041

Register Now!

Tweet This Event

To use our new online store, simply click on the box below or go to our "online store" page to see our wine list and to order your wine to be shipped. We can now ship to 34 states including Ohio at the present time!

BUY NOW

Hours

Wednesday / Thursday

Friday / Saturday

Noon-5

Noon-5

Recommendations and Strategy

My top recommendation for this client is to have an area designated for tastes of wine and palettes rather than just services available. While these services are important, matching them with flavors that customers can enjoy is essential to diversify Off the Vine from other competitors.