

Summary

I did a competitive analysis of several different breweries to establish who the potential competition might be and how Fruition could differentiate itself. I looked at Black Sands Brewery, Faction Brewing, Almanac Brewing, Elkhorn Slough Brewing, Corralitos Brewing and found several opportunities for Fruition to set itself apart.

Black Sands Brewery

Internal Factors	External Factors
Strengths	Opportunities
Good food and a good venue	They are local to Lower Haight neighborhood in SF only
Beer educators	More of a place to eat and learn about beer rather than the beer
Stylish and modern	Where do they get their supplies from?
Local	
Weaknesses	Threats
Don't market that they make everything in house well (at least not in person)	Seem to be an established microbrewery with a similar ethos
Not exclusive, will sell you there recipes, cool idea, but I want a pro to make my beer	
Don't tell about there process on the site, need to visit the establishment to see their process	
I don't know where they get their ingredients from	
Positioning:	
Craft microbrewery that emphasizes homebrew and teaching brewing	
Primary Audience/Users:	
People headed home from work for dinner and beer. Place for homebrewers to stop by and pick up supplies	
Differentiators/features:	
Have a craft brew shop in the back, teach brewing, will give you their recipes and you can buy anything you need at there brew shop to make their beers	

Faction Brewing

Internal Factors	External Factors
Strengths	Opportunities
Make multiple styles of beer	Can tell Fruitions story better
There tasting room and brewery space is in a cool location	Can tell about the brewing process better
Rotating food trucks for different food options on a given day	
Weaknesses	Threats
Don't know what they're good at	Have a long list of beers and are an established brand
Don't know anything about there process or why they make the beer they make	
Positioning:	
Great beer, tons of pales and IPAs. Super bold/solid colors	
Primary Audience/Users:	
Family friendly place for friends to drink beers and enjoy the view of SF.	
Differentiators/features:	
View of SF with multiple styles of beer.	

Almanac Brewing

Internal Factors	External Factors
Strengths	Opportunities
Farm to barrel	Could explain why Fruition makes the beer they make
Do a good job explaining their brewing process	
Have a nice tap room/restaurant in the mission district in SF	
Weaknesses	Threats
Don't explain why they make beer	already established brewery
Positioning:	
Farm to barrel - local ingredients to make unique beers	
Primary Audience/Users:	
A family friendly place for friends to drink beers and enjoy the view of SF.	
Differentiators/features:	
Solid restaurant in the mission district of SF to help bring patrons in to enjoy their beer	

Elkhorn Slough Brewing

Internal Factors	External Factors
Strengths	Opportunities
Mom and pop shop	Can provide a more professional feel to the mom and pop
Not a lot of competition in the area	Provide a more curated experience
	Higher hours of operation
Weaknesses	Threats
The website is plain and boring	Local competitor
The website seems unplanned and unorganized	Already an operating business
Not open that often	
Not well thought out marketing	
Positioning:	
Elkhorn Slough Brewing Co. is an artisan craft beer specializing in wild ales and a variety of beers for all tastes and styles	
Primary Audience/Users:	
Locals in the Watsonville area looking to enjoy a beer on select days	
Differentiators/features:	
Husband and wife operation specializing in wild ales	

Corralitos Brewing

Internal Factors	External Factors
Strengths	Opportunities
Website is barren	Tell a better story
Not well marketed	Show the brewing process
	Show the taproom
	Have a better marketing plan on the website
Weaknesses	Threats
No nothing about there beer	Local competitor
Don't have a good reason to support them	
Positioning:	
brew & pour our own handcrafted ales.	
Primary Audience/Users:	
locals in Watsonville	
Differentiators/features:	
No real information on their website	

Key Takeaways

There were a couple of patterns I found when looking at Fruition's competition. I drew parallels with all or most of them as outlined below:

Weaknesses

- Not a clear story behind the beer
- Little mention about the brewing process and philosophy behind the beers being made
- Little mention about the ingredients used in their beers and how they source them

Opportunities

- Tell Fruition's story better than competitors
- Inform consumers about the philosophy behind the beer brewing process at Fruition including the sourcing local ingredients