

AG

What is the point of a breweries website?

- Education about the product/company, Sale of goods, other locations where my goods are sold, the location of the brewery (address), visitor information (ie how can I taste this beer, do I come onsite, is there a tasting room, where is the beer sold, etc)

If you owned a brewery what are the most important things you would want on your site?

- Everything above
- What makes my beer special
- What my company stands for
- What I want you to get out of my beer

Have you ever purchased a beer purely based on the look of the can or the label on the bottle or the packaging?

- I am sure I have but I can't think of a time when I did it.
 - Two examples of others doing it.
 - 4th of July buying Budweiser flag cans
 - Friend buying Fighting Cock liquor (the word Cock sold them)
- I for sure have bought things base on where they were made or "how" they were made (ie Made in Japan, Made in Brazil, Made in the USA, Made in California or locally made. Also Organic, handmade, or insanely technologically made)

If so do you remember which beer?

- I always try and get the local brew when I am in spots.

When you visit a breweries website, what is the goal of your visit to the site?

- Education, Sale of goods, visitor information.
- I don't know the last time I visited a brewery website. I will most likely settle on Wikipedia for information about the company and beer. Site page for mostly visitor information, meanwhile, I think it's important to make your product as accessible as possible hence the sale of goods.
- Moreover, I don't buy wine or beer online much. This has occurred only when I know the beer I want already. (ie Pliny the elder or Murphy's Irish Stout)

RW

What is the point of a breweries website?

- inform the visitor about their brand/company including how they started, the process, or sources they use in brewing and to display the different options that the brand offers in hopes of getting the visitor to try one or more of the beers they brew.

If you owned a brewery what are the most important things you would want on your site?

- the types of beers that are available (main selections and seasonal/limited editions)

Have you ever purchased a beer purely based on the look of the can or the label on the bottle or the packaging?

- yes - I'm a sucker for good branding haha

If so do you remember which beer?

- MIA Miami Weiss, Goose Island 312, Hop nosh tangerine IPA, Killer Whale cream ale.

You mentioned you have been to a breweries website, what was the goal of your visit to the site?

- see the other types of beer the company makes and the location of the brewery.

SN

What is the point of a breweries website?

- I think that depends if they have a taproom then to see business hours, if you need to have a reservation, if dogs are allowed or if there is space for private events. If there is no tap room, to see what beers the brand has, checking where you can purchase whether that is on restaurant menus or at specialty liquor stores. Maybe there is a beer club you can be part of, or email sign-ups to keep up to date with the brewery.

If you owned a brewery what are the most important things you would want on your site?

- I think that relates right back to the question above. Your site should highlight all the great ways you can interact with "my" brewery. Ultimately giving people the tools they need to taste "my" beverages.

Have you ever purchased a beer purely based on the look of the can or the label on the bottle or the packaging?

- YES.

If so do you remember which beer?

- TO ØL, Mikkeller, Golden Gate Cider, Temescal Brewery

When you visit a breweries website, what is the goal of your visit to the site?

- Assuming I'm familiar and like at least one of their beers, to see what others they make and find a way to try it. If I'm not familiar with their beers, I'm probably trying to find a way to visit their tap room because I've heard it has a good atmosphere.