

100K Shakes Website Ideation and Competitor Analysis

This document summarizes key information from the 100K Shakes brand deck, provides notes on eight leading luxury/gourmet milkshake websites and identifies common patterns that make those sites effective. It finishes with an ideation for a new **100K Shakes** website. Replace the placeholder images below with high-quality photographs once you have them.

Key insights from the 100K Shakes deck

- **Vision and mission:** 100K Shakes positions itself as a fusion of indulgent milkshakes and premium alcohol, aiming to “redefine indulgence” by using rich flavours, luxurious ingredients and innovative twists. The mission is to elevate the classic milkshake with premium ingredients, create memorable Instagram-worthy experiences and cater to diverse tastes—both non-alcoholic and alcohol-infused.
- **Product range:** The brand offers three core lines—**StraightShakes** (signature flavours like Oreo, Milo and Strawberry), **ShotShakes** (luxury alcohol-infused shakes blended with spirits such as Jägermeister or Amaro) and **Ice Cream** cones.
- **Brand identity:** The tone of voice is friendly, adventurous and knowledgeable. A playful stylised milkshake cup serves as the logo and the colour palette uses indulgent hues like deep chocolate brown, strawberry red and milky off-white. Typography should blend modern fonts with handwritten-style script. Imagery needs to be high quality and mouth-watering.
- **Values & audience:** The brand values luxury, innovation, sustainability and community. Target customers include Millennials, Gen Z, foodies and adults seeking premium and alcohol-infused indulgences.
- **Competitive edge & marketing:** Alcohol-infused milkshakes differentiate the brand. The marketing strategy emphasises vibrant online presence, influencer collaborations, events, loyalty rewards and seasonal promotions.
- **Growth & sustainability:** The business plans future mall kiosks, franchising opportunities and international expansion. Eco-friendly practices and vegan/dairy-free options are part of the sustainability commitment.

Observations from eight top luxury/gourmet milkshake websites

The table below provides a high-level comparison of eight notable milkshake brands and how their websites present information. Where possible, only keywords or short phrases are used in the table; more detailed observations follow in prose.

Brand (site)	Presentation & tone	Notable features (keywords)	Navigation & UX
Milkshake Factory	Warm, nostalgic; tagline promotes simple joys ¹	Featured-shakes carousel; non-dairy section ² ; story about family chocolatiers ³	Drop-down menu categories; calls to action ("Find Your Store", "See Menu") ⁴
The Yard Milkshake Bar	Playful, family-oriented; seasonal special promotions ⁵	Online ordering; coffee & cookie-dough shop; merchandise; franchise info ⁶	Horizontal nav with locations, shop, story and franchising ⁷
Soda Jerk Co.	Retro, art-deco vibe; humorous tone ("Friendly Jerks") ⁸	Seasonal shake features; newsletter sign-up; call-outs on ingredients and hospitality ⁹	Minimal nav: menu, location & hours, gift cards, jobs ¹⁰
The Crazy Mason	Over-the-top and fun; encourages customisation ("Dessert Destination") ¹¹	Categories for shakes, waffles, bombs & desserts ¹² ; customer reviews; social-media gallery	Top menu for locations, about, contact; locator helps find nearest shop ¹³
Frozen Bottle	Contemporary e-commerce style; playful phrases like "Make yourself BerryHappy" ¹⁴	Quick-view product cards; franchising section; founders' profiles; blog ¹⁵	Product-category nav; search and cart features ¹⁶
HOLYSHAKES	Upbeat, adventurous; highlights new locations & protein shakes ¹⁷	Clear CTAs for online ordering, franchising, events and careers ¹⁸	Scroll-friendly layout; sticky menu button; location & hours displayed ¹⁹
Buzzed Bull Creamery	Innovative & science-driven; emphasises liquid nitrogen technique ²⁰	Explains values (freshness, made-to-order, family friendliness) ²¹ ; outlines process and monthly tasting flights ²²	Clean nav with menu, locations, franchise and blog ²³

Brand (site)	Presentation & tone	Notable features (keywords)	Navigation & UX
Legendary Milkshake Bar	Vibrant and social-media centred; heavy use of imagery ²⁴	Gallery of shakes; unique “Gallon Challenge”; gift cards and events ²⁵	Minimal text; nav icons for socials, menu, locations and careers ²⁵

Common design patterns

- **Hero imagery & taglines:** Each site leads with a high-impact visual (photo or video) and a catchy line that encapsulates the brand’s promise ¹ ²⁶ .
- **Clear navigation:** Simple top menus organise key sections such as menu, locations, franchise info and story ⁴ ⁷ .
- **Product showcases:** Sites highlight product categories with enticing photos and brief descriptions; filters or quick-view cards aid browsing ¹² ²⁷ .
- **Storytelling & values:** Many brands explain their heritage, ingredient quality or preparation method to build trust ²⁸ ²⁹ .
- **Calls to action:** Prominent buttons encourage visitors to order online, view full menus, subscribe to newsletters, join rewards programmes or explore franchising ³⁰ .
- **Extra offerings:** Loyalty schemes, gift cards, merchandise or signature challenges create additional engagement ³¹ ³² .

Ideation for a 100K Shakes website

Combining the 100K Shakes brand characteristics and the best practices above leads to the following website plan. **Image placeholders** are included — replace the file names with actual images when available.

1. Home page

- **Hero section:** Use a full-screen background image showing a signature 100K Shake. For now, insert a placeholder such as:

! [Hero image placeholder – glamorous 100K Shake] (images/hero-placeholder.jpg)

Overlay a short tagline like “Indulgence Elevated” and a call-to-action button (“View Menu” or “Find a Shack”).

- **Featured shakes carousel:** Showcase StraightShakes, ShotShakes and seasonal specials with rotating images and brief descriptions.
- **Non-alcoholic vs alcohol-infused:** Add a strip of cards highlighting vegan/dairy-free options and alcohol-infused offerings with icons.

- **Social media feed:** Embed an Instagram feed to display customer photos and encourage user-generated content.

2. Menu page

- Categorise products by **StraightShakes**, **ShotShakes** and **Ice Cream cones**. Use grids with thumbnails. For each product, include a placeholder image and a sentence about the flavour profile, plus icons showing whether it contains alcohol or allergens.
- Add filters (by flavour, dietary requirement or alcohol content) and a “build your shake” tool inspired by customisation features on competitor sites.

3. Our Story & Values

- Narrate the story from the Bramley gazebo beginnings to becoming a popular fixture at events. Use candid photos of the founders and early pop-ups (placeholder: `images/story-placeholder.jpg`).
- Present the mission to redefine indulgence and the four brand values of luxury, innovation, sustainability and community. Consider an icon for each value.

4. Alcohol-Infused Experience

- Dedicate a section to **ShotShakes**. Explain the concept of fusing milkshakes with premium spirits and list responsible-drinking guidelines.
- Include a placeholder photo of an indulgent adult shake (`images/shotshake-placeholder.jpg`) and short descriptions of key flavours.

5. Store Locator / Events

- Provide an interactive map or searchable list for 100K Shacks, pop-ups and partner events.
- Add an events calendar for upcoming festivals or venues where 100K Shakes will appear.

6. Franchise & Partnerships

- Present opportunities for mall kiosks, franchise enquiries and collaborations. Use a simple step-by-step diagram similar to competitor franchise pages.
- Include a form for prospective partners to register their interest.

7. Loyalty & Rewards

- Launch a digital loyalty programme: customers earn points for each purchase and receive rewards or exclusive flavours. Take cues from Milkshake Factory’s rewards section ³¹.

8. Sustainability & Vegan Options

- Share commitments to eco-friendly packaging and ingredients, and plans for vegan/dairy-free shakes. Use icons and brief copy. Feature a placeholder image for sustainable practices (`images/sustainability-placeholder.jpg`).

9. News / Blog

- Maintain a blog for seasonal flavour launches, behind-the-scenes posts, collaborations and community stories. This fosters SEO and keeps the site dynamic.

10. Contact & Social

- Display email, phone and social-media handles clearly. Include a newsletter sign-up form (“Get the scoop”) and encourage visitors to tag their shake photos for a chance to be featured on the site.

Design notes

- **Colour palette & typography:** Use the indulgent colour scheme—deep chocolate brown, strawberry red and milky off-white—paired with modern sans-serif fonts and handwritten accent fonts.
- **Imagery:** Replace placeholders with high-resolution, mouth-watering photos of shakes. Consider short looping videos for pouring shots or swirling cream to mimic Buzzed Bull's dynamic feel ²⁹.
- **Tone of voice:** Maintain a friendly, adventurous and knowledgeable tone. Use descriptive and playful product names.
- **Navigation:** Keep the top menu concise—e.g., Home, Menu, Story, Locations, Franchise, Rewards, Blog, Contact. Use drop-downs for categories and ensure mobile responsiveness.

Conclusion

By blending a compelling origin story with indulgent imagery and a clear structure inspired by the best milkshake websites, 100K Shakes can deliver an online experience that conveys its “Indulgence Elevated” promise. The site should excite visitors with bold visuals, easy navigation, and engaging calls to action while promoting the brand’s unique mix of luxury, innovation, sustainability and community.

¹ ² ³ ⁴ ²⁸ ³¹ Handspun Milkshakes & Fine Chocolates | MilkShake Factory®
<https://www.milkshakefactory.com/>

⁵ ⁶ ⁷ The Yard Milkshake Bar - As seen on Shark Tank
<https://www.theyardmilkshakebar.com/>

⁸ ⁹ ¹⁰ Soda Jerk Co. Milkshake Bar
<https://sodajerkco.com/>

¹¹ ¹² ¹³ The Crazy Mason Milkshake Bar - Your Ultimate Dessert Destination
<https://www.thecrazymason.com/>

¹⁴ ¹⁵ ¹⁶ ²⁷ Milkshakes | Ice Cream | Sundaes | Boba Teas | 100% Veg – Frozen Bottle
<https://frozenbottle.com/>

¹⁷ ¹⁸ ¹⁹ ²⁶ ³⁰ HOLYSHAKES
<https://holy-shakes.com/>

²⁰ ²¹ ²² ²³ ²⁹ ³² Home - Who We Are & What We Do - Buzzed Bull Creamery
<https://buzzedbullcreamery.com/>

24 25 **Legendairy Milkshake Bar - As Seen On The Cooking Channel**
<https://www.legendairymilkshakebar.com/>