WINE <https://www.wine.com/> - located in the US

|  |  |  |
| --- | --- | --- |
| **FIRST HOME PAGE** | **SEARCH FEATURES** | **SINGLE BOTTLE PAGE** |
| \*Logo relatively small, see search and varietal, region, featured, gift pull down tabs, account, cart. Promotional lage  Spanise wine up to 40% off, 30 great wines under $30, new arrivals, suggestions, buy on app, popular gifts, popular wines | 2 different search areas top which pull down (Varietal, regional, featured, gift. Featured: search (by rating 94+, by bottle size, by eg older vintages, smaller production,  \*large search of all wines then sort by variety, region, rating and price, reviewed by, size and type, fine wine, vintage.  Top rated, trending, deals, | Long and detailed – sectionalized  \*Photo of lable,Photo of bottle \*Name, / etc \*Wine maker notes  \*Critic notes – \*Similar wines. \*View all wines from maker  Section on winery – about vineyard, location on little map  Goes into info on region and gives other bottle types  Describes seepage – In glass, pairings, soleliers secret |
|  |  |  |
| **DESIGN FEATURES** | **OTHER FEATURES** | **SHIPPING / NOTES** |
| White with a lot of colour, How to search very clear, easy search bar. All wines present 14204 wines… sort then by (see search features) | Online person to talk to for help  Do presale of Bordeaux futures  log in account, save wines, wish list, rate wines etc  other offerings, glasses, some products, chocolate, epicery  Inbformational and educational pages | Quick, invested in so they can ship overnight through the US partnered with fedex  Search bar – sale / promotions come up first  Promotion $30 of your first $100  Very review based website |

KL WINES - <https://www.klwines.com/>

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| **FIRST HOME PAGE** | **SEARCH FEATURES** | **SINGLE BOTTLE PAGE** |
| Top R, login, cart, checkout  \*top: wines, spirits auctions, wine clubs, accessories, delivery, contact  \*search, advanced searched, …  Side: shop by…  Middle new arrivals, top pics, auctions, best sellers  Side: news, coming soon, top 10, local events, reports etc | By variety, country, subregion specifical appelations, price range, vintages, special designation – wine club, back in stock, organic, auction, old and rare, acution etc bottle size, wine scores, inventory location | Lable to side, heading at top, Buy to right and how many  Then a lot of reviews or 1 depending if it’s a top pick  Reviews from members  Real time inventory by location  You also may be interested in…  Additional information  Varietal, country, sub-region, alcohol content, orangic yes no etc |
|  |  |  |
| **DESIGN FEATURES** | **OTHER FEATURES** | **SHIPPING / NOTES** |
| Easy to navigate with categories –  \*white  Big “le club francaise” – promotion  \*logo – older but webpage more classic, using newer fonts | Offers spirits and beer too  Join clubs  Personalized sommelier service where they tailor monthly wine prorams  Online action – hard to find older wines | Not all located in one place so depends can ship directly / separatly or bring to one location  Notes: doesn’t have that mich on producer like first site which was attractice  \*California family owned business since 1976 |

LAST BOTTLE California <http://www.lastbottlewines.com/> ­­

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| --- | --- | --- |
| **FIRST HOME PAGE** | **SEARCH FEATURES** | **SINGLE BOTTLE PAGE** |
| \*Large site name  \*Person holding one bottle  \*Side crossed out process of retail, best web price. Price today…  Under bottle the name and description, very much selling bottle  Second “nerdy section”  To left “menu” that falls down  \*Log in / create account | Just a side bar “menu” with current offer, about, blog, past offers, invite your friend, FAQs, contact, sell wine, download the app,  Shipping into, terms, privacy. | Description – really good, very promotional, describes vintage little of estate, goes into tasting notes.  Nex to it click nerdy details  The cru classification, location in dertail, propetair name, photos that flick automatically  Technical details: counry region, appellation, blend, varietal, vineyard, farming, aging / co-op, alcohol  About producer  Pairing suggestions |
|  |  |  |
| **DESIGN FEATURES** | **OTHER FEATURES** | **SHIPPING / NOTES** |
| White clean neat, easy to navigate, simple | Blog – whole different website to learn about wine, join a community, articles, links to their social media, all articles with photo and write if educational, food, news, our wines etc | Long policy of reading |

FINESTWINE <http://www.finestwine.com/en/> - prestashop

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| --- | --- | --- |
| **FIRST HOME PAGE** | **SEARCH FEATURES** | **SINGLE BOTTLE PAGE** |
| Top: logo, search, cart  Below: Bordeaux, burgundy, rhone, spirits, champagne, other regions, vintages, corporate gifts.  Middle: changing slide of top chateaus, vat refund, romain conti  Nect to it, delivery and insurance and collections  \*popular  \* below large wine storage, wine sourcing, about, download our full product list  \* bottom transport contact us and blurb about them | \*Bars at the top – pull down to have sections (top chateauxs, appealations, colour, size  \*Other regions – all regions displated, vintage – all vintages  \*for individual region side panal where you can select -  ( price min – max), colour, appelation, region, size, vintage.  Linear with – year  \*option to compare  \*sort by: price, product name, price low to high or other, reference:lowest or highest first | * Image of lable * Name region, colour, size, rice * “data sheet” – type colour region appellation size vintage contry units * Other products in same category – with links |
|  |  |  |
| **DESIGN FEATURES** | **OTHER FEATURES** | **SHIPPING / NOTES** |
| \*white red black  Modern, logo | Shows eg for Bordeaux – 8372 bottles to choose from and burgundy 1934,  \*? DRC collection, Leroy SA collection ? | * Doesnt go into detail about producer just a site to sell with large listings * Can buy many of even rare bottles not limited * Bottle image or lable no date just regular * Large inventory – promote selling boxes |

MILLESIMES <https://www.millesimes.com/> - cart functionality

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| --- | --- | --- |
| **FIRST HOME PAGE** | **SEARCH FEATURES** | **SINGLE BOTTLE PAGE** |
| Logo front and center  Second row – search, then regions Bordeaux etc “other regions” spirits, vintages, futures  Middle: moving of 5 slides 1st a video <https://youtu.be/uOhVnD1yKrA> - very effective way to give vision of company and history and what they do! See the conditions the bottles are kept, how they do individual tastings, customized cellars etc  The other 4 slides are promoting different estates of the month or whatever | * For each lable nice to clearly see vintage * Name – under classification and if damaged or anything * Available quantity of the bottles * Price and size and directly add to cart or click for more information * Scores from JMQ, parket, WS, JR written below | * Bottle can enlarge but not dated * Classification, colour, format, status * Notes – * Comments on the castle, history of the castle and mention of today |
|  |  |  |
| **DESIGN FEATURES** | **OTHER FEATURES** | Shipping / notes |
| Not difficult to navigate but not as thourough search and cant click backwards  Colours of green/blue, gold white and red   * Bordeaux, burgundy, rhone, L-R champagne all done by houses separately but other regions combine all | * Very extensive range of each brand – eg 51 cheval blanc * Recent arrals on first page, sell your wine, futures 2017, selection Robert parker 96+, our great deals | * Harder to search, just listed * But very extensive list and very niche concept * Scores written is a plus especially for world market |

MILLESIMA – Bordeaux <https://www.millesima.fr/> - magento, IBM, cart functionality

|  |  |  |
| --- | --- | --- |
| **FIRST HOME PAGE** | **SEARCH FEATURES** | **SINGLE BOTTLE PAGE** |
| \* Top left – option of different countries from Europe to USA to Asian countries, contact, log in and cart  \*logo in middle and either side our wine, Bordeaux, borgogne, champagne, primeurs, our offers – pull down bar with categories depending on whats the heading eg. Our wine (French wine – regions, countries, colours, all) or bordeaux ( appellation, millimse, second vin, all products  \*below – flipping slide of promotions – unique wines at exceptional prices, and 33% off 3 or more  next row: a blurb – about company how many bottles aging where they are from how long they have been running  \* next: video about company  \* next 4 promotions – gift sets, high score under x amount, own tasting case, organic,  \*best sellers that flick through 5 – changes from countries | \* of all French wines search by – price, colour, destination, sweetness, bottle size, Robert parker rating, region, primer, environment, vintage,, mark, grape variety.  Also sort by: popularity, name a-z price low to high or opposite  \*speak to person – message for assistance  \*search bar  \*problems with some clicking of buttons eg regions | \* bottle in the middle very clear with name, vintage and region written.  To the left 2 sections – description and details  Descriotion: about the nose and palate. Ratings from 2 professions parker and j. robinson and a review by one  Details: lists type, sweetness, enviorment, ratings, country, quality / aoc, region, designantion, colour, producer, sweetness, allergens  To left: cost for the bottle (6L) vintage, colour amount and add to card  Below suggestions: divided into “from the same domain that slides across and you can click to disucber all from them  Below “ bestsellers” |
|  |  |  |
| **DESIGN FEATURES** | **OTHER FEATURES** | Shipping / notes |
| White grey and black, but still bright, white writing on black, colour through bottles  \*well made video  \* clean neat, bottles presented well, makes it attractive | \*personalized advice – call \* online chat  \*who are we very small at bottom  \*have a blog, business gifts and catalog  \*do visits and tastings and they do events  \*subscribe to newsletter  \*log in, own space \*box sets | 4 to 8 days |

CHRISTI WINES <https://www.christiwines.com/fr/> - prestaShop

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| **FIRST HOME PAGE** | **SEARCH FEATURES** | **SINGLE BOTTLE PAGE** |
| Top pannle – download catalogue, about, contact, wishlist, en or uk,  \*Heading – contact number very visible – cart / sign in / search bar  \*main bar – home, bordeaucx, burgundy, rhone, loire, champagne, other regions – foreign wines, spirits­  \*first section 4 moving slides promoting different wines  \* 2nd new products – photos of bottles with details and process  \*3rd a chateau – lafite monteil, picture - and description?  \* bottom – store info, my account with subheadings. Information with subheadings and “follow us with link to facebook twitter and goggle + | \*top headings- divided into white and red and their sub-regions (pic)  \*click just Bordeaux – (164 products)  \*showed by newest added  \* options – show x amount per page  - sort by price – lowest or highest, name A-Z, or reference  lowest or highest first?  \*bottles all same size and well presented when you roll over option to quick view, love – add to wishlist, add to cart | \*Name at top clearly with year  \* Bottle large image – zoom option  \* to right name again,  \*under a description of the nose and palate  \* below-millesime, format, colour, region, appelation  \* add to cart – price including and excluding tax  \* add to wish list  \*more info – when founded, about the house the cuvee how it was created and the philosophy of the house with a photo |
|  |  |  |
| **DESIGN FEATURES** | **OTHER FEATURES** | Shipping / notes |
| \* White background with grey picture black and purple writing, colour from bottles and pictures  \*older font for logo, newer font for headings  \*swap from UK to FR just at top | \*writing “last item in stock- ? true or not  \* have a excel sheet of all wines – all names, format, colourm region, appellation, quantity, price HT and TTC | \*price rance x – 7.50-1900  \*use different shipping countries / France vs euro  \* next day delivery with delay delivery  Chronopost.25H / transport express  \*not the best search features  \*not clearly defined “company values |

PREMIERS GRAND CRUS <https://www.premiersgrandscrus.com/fr/> - prestashop

|  |  |  |
| --- | --- | --- |
| **FIRST HOME PAGE** | **SEARCH FEATURES** | **SINGLE BOTTLE PAGE** |
| \*very top – language option, currency option price option TTC HT, call  \*title – title middle, search to left and right my account, log in / cart  \*headings – cocnac, champagne, Bordeaux, burundy, Alsace, provence, loire, banyuls  \*center: flipping images – promotion – discover egly, cristal, tesseron  \* blurb about: specialists, their airm, references quick delivery, storage  \* ­4 sections – specials, bestsellers, companies, contact  \* bottom – exclusivity, 800 references, fast delivery/careful, payment  \* contact – address, information, my account, follow us, get newsletter | \*top bar – for most – search by category or brand (shown)  - Bordeaux category is aoc and also includes  Classification  \*Side bar – category, chateau, price, size, vintage, colour  \*Sort by price – low to high, product name A-Z, in stock, reference low to high  - Add to cart directly   * At the top of each sectional page specific blurb – see other features * Name written / all details, classification, if it has any awards or a quote about it “a classified growth with great aromatic finess” | Top: name  Side: bottle clearn big, can click on picture  Side: price – written in red inc tax, below without tax  How many stars out of 5 – from how many guides  Classification,  Bottle size, how many to order and add to cart  Specifications: size, appellation, vintage, colour, classification  Reviews : parker, wine spectator, wine enthusiast…  Best sales that customers also appreciated 12 slide across |
|  |  |  |
| **DESIGN FEATURES** | **OTHER FEATURES** | Shipping / notes |
| Black with white writing.  Well layed out  Price is written in red | \*green new tag on ones that are new into store  \* blurb on search page explains their selection – Bordeaux only 1855 classification or pomerol professional, for burgundy only premier and grand cru, about the plots, vinyards, villages, for provence different blurb etc. | Price 11-5100 ex cognac. 800 referesnce  not as many houses but a range from each house  Delivery divided into areas – France, Europe, asia etc. with eg frace – cost for different amounts of bottles /over 300 – free. pick up vs home delivery  Use chrono for France, DHL for Europe etc |

VINS & MILLESIMES <https://www.vinsetmillesimes.com/fr/> - prestashop

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| --- | --- | --- |
| **FIRST HOME PAGE** | **SEARCH FEATURES** | **SINGLE BOTTLE PAGE** |
| \*logo to left, search bar in middle with quote about instock / shipping under x hours, your account / cart to right  \*menu bar regions x 5 B, B, R, L C other, vintage, colour, new, deals  \*middle changing slide – chardonnay / deals, catalogue, newsletter  \* below – large size bottles, best rated, good deals, old vintages  \* new arrivals – how many in stock, add to basket immediately. Rhone  \* sell your wimes and oenoschool –  \*follow them – facebook / tastings they run  \* about them - / team / product  \* 4 bottom: in stock, shipping, international shipping, vat refuns | \*Top panels come down for estates and destinations apart from other region vintage etc, and show  \*Top doesn’t show all estates just chosen ones  \*Search side options: destination, estate, colour, vintage, size, price, parker rating wine spector ration, wine review of France rating, bettane and desseauve rating, discounted wine – tick  \*Bottles are in linear form bottle to left then a collum with name year, region, appellation, estate, volour, volume, Review, lable – if damaged, colum of year, stock available, price inc and ex vat  \* sort by low to high price, Ato Z, quantity available  \* can download list | \*pixture of actual bottle –  \*left:Large heading and year  \*Middle : region, appellation, estate, colour, volume, rovert parker, wine spector review  \*right price VAT inc, also ex,  \* how many in stock, ships how quickly 24/72H  How many to order add to cart, customer service   * Wines you may also like * Other wines from the appelation |
|  |  |  |
| **DESIGN FEATURES** | **OTHER FEATURES** | Shipping / notes |
| * White with black bars and white writing | \*new arrivals,  \*very good deals | * 3500 in stock * Have paris based cellar too with 1500 rare wines |

MILLESIMES <https://www.millesimes.com/> - cart functionality

|  |  |  |
| --- | --- | --- |
| **FIRST HOME PAGE** | **SEARCH FEATURES** | **SINGLE BOTTLE PAGE** |
| Logo front and center  Second row – search, then regions Bordeaux etc “other regions” spirits, vintages, futures  Middle: moving of 5 slides 1st a video <https://youtu.be/uOhVnD1yKrA> - very effective way to give vision of company and history and what they do! See the conditions the bottles are kept, how they do individual tastings, customized cellars etc  The other 4 slides are promoting different estates of the month or whatever | * For each lable nice to clearly see vintage * Name – under classification and if damaged or anything * Available quantity of the bottles * Price and size and directly add to cart or click for more information * Scores from JMQ, parket, WS, JR written below | * Bottle can enlarge but not dated * Classification, colour, format, status * Notes – * Comments on the castle, history of the castle and mention of today |
|  |  |  |
| **DESIGN FEATURES** | **OTHER FEATURES** | Shipping / notes |
| Not difficult to navigate but not as thourough search and cant click backwards  Colours of green/blue, gold white and red   * Bordeaux, burgundy, rhone, L-R champagne all done by houses separately but other regions combine all | * Very extensive range of each brand – eg 51 cheval blanc * Recent arrals on first page, sell your wine, futures 2017, selection Robert parker 96+, our great deals | * Harder to search, just listed * But very extensive list and very niche concept * Scores written is a plus especially for world market |

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| --- | --- | --- |
| **FIRST HOME PAGE** |  | **SERVICES** |
| \*Top – the group, chateau, wine price, French English japaneese / chineese – search site  \* logo, trade (buy / sell), selection of AOc wines – la bergere group, contact  “fine wine merchant and wine maker in Bordeaux”  Buy wine / sell your wine – get a quote  \*Who are we?, our commitments – expertise, competitive, imperative, reativity. Questions.  \*libnks to facebook, twitter etc |  | * Buy wine * See their price list – need to contact them / fill out form to be able to get it sent to you – eve though it says “download the list” * Sell your wine   A concept that evalutates the price of your bottle of wine <https://thewineprice.com/>   * Their chateau and about it and contacting them * A blog which dates back to 2015 being the most recent * Enter email to receive their newsletter |
|  | **Wines they say they sell** |  |
| **DESIGN FEATURES** |  | Shipping / notes |
| * White |  |  |

La cave du Marche - <https://www.lacavedumarche28.com/en/> prestashop

|  |  |  |
| --- | --- | --- |
| **FIRST HOME PAGE** | **SEARCH FEATURES** | **SINGLE BOTTLE PAGE** |
| * A lot on their home page, quite lengthy * Logo, categories, Search bar, cart, English / French * Home, unique wines, Bordeaux, burgundy, rhone, south, others, price drop, sell my wines * A moving slide page of 3 * Dicvover, grand cru selection, champagnes, Bordeaux, bourgone, miravale * New arrivals, selection, specialts with bottles, names and prices * Services and benefits : “promotion” and download catalogue * Unique wines * Sell youe wines – but when you click theres nothing * Promotions * News and link to facebook | * Tab across top – some pull down and some don’t * When pull down shows “red and white” and the brands, except Bordeaux which also has first growth * Filters: price range, score, producers all listed however not as a tab, vintage, region, type * Sort by – view as grid or list in 3’s going down * Shows if on sale with cross through | -lable with bottle image layed over the top – not as attractive  - name year and subregion  - price, how many bottles, add to cart  - data sheet – domain, vintage, appellation, region, domain details, appellation details, region details, nom conditionnement UK, size details, bottle details, bottle size  - more info – but doesn’t give more information |
|  |  |  |
| **DESIGN FEATURES** | **notes** | Shipping / notes |
| * Light colours white, cream, grey, | - links don’t work or don’t match “selection de grand crus goes to first growth website  \*\*\* a lot of the products don’t have pictures and instead just have a bottle marked “ la cave du Marche” | -unique wine section – but no information why they are unique and a lot are discounted…  - lot of price cutting / promotional aslects  - some links don’t work |

Kermit Lynch - <https://www.kermitlynch.com/>

|  |  |  |
| --- | --- | --- |
| **FIRST HOME PAGE** | **SEARCH FEATURES** | **SINGLE BOTTLE PAGE** |
| * Top – the importer / the retailer, cart, address, number * Top bar – our wimes, our company, wine clubs, blog, about Kermit, newsletters, shop online * Email sign up, search bar * Main part: 6 switching slides – newsletter, le chevalier, read now, terroir mastery, sicilia, domaine, d’aupilhac sampler, importer of fine wine from France and Italy * Featured producer, from the blog, newsletters, wine clubs, wine locator | * Shop doesn’t seem like a shop on first page, more informational / educational * Click on shop and search all wines – has 3 tabs that pull out, new arrivals, all wines with France and all regions listed / Italy / wine type / price range. 3rd producer – lists all producers * Seach page – by country, region producer, wine type, blends, vintages, price range, farming type. (biodynamic certified and practicing) lute raisonnee, organic certified / practicing, sustainable, traditional * Photo of bottle in shop, name, vintage, region, price, add to cart | * Long and detailed * Name large, with year and chateau, picture, a description – different lengths for different items * Technical information – vintage, bottle size, blend, appellation, country, region, producer, winemaker, vineyard soilm aging, farming, alcohol * “more from this producer or region * About the producer / chateau with pictures * About the region with a map of location, more from the region / France listed with buying option |
|  |  |  |
| **DESIGN FEATURES** | **SERVICES** | Shipping / notes |
| * White clean – search page, bottles taken the same way, * \*\*\* interesting for the information given and extent | * Wine clubs – 3 clubs different prices but selected by them with options and comes with detailed profile of each tasting notes recipe and paring recomentations * Blog(not very updated), * Newsletter – each month 12 page document \*\*\* * Shop, The importer page vs the retailer page | Our wimes – leads to featured producers 310 of them   * Featured producer page <https://www.kermitlynch.com/our-wines/domaine-abbatucci/> - very detailed   Newsletter <https://www.kermitlynch.com/newsletters/>  \*\*\* search by farming type |

Kermit lynch – each part of the website done well

A lot of combined aspects to it – the amount of information given in very good

The producer links on importer section very interesting but only done for 310 producers – should also be incorporated into retailer because customers may fibnd this information interesting too to some extent

Actual store page is a little misleading – seems more like a blog,

Section “collections” in a weird place that actually has a lot of interesting aspects to it

A lot of services that are hidden and you need to search for

Services

* Wine club
* Newsletter
* Gide to…
* Recent email offers – collection
* Our best values
* Club selection
* New arrivals
* Events - hidden