

Company					
Website	Age gate can be streamlined; homepage features carousel promotional tiles, focus beers, Epic news and social content; beer families; basic beer spec pages w/ food pairings; awards listing; redundant social/sharing tools; by Third Sun Productions .	No age gate; homepage features carousel promotional tiles, subnav items, huge map and social content; deep community content ; branded beer pages ; beer finder; full ecommerce site.	New site design features Instagram-like homepage with video, promotions, events and product locator; merchandise site; features to reinforce fresh beer message; deep product pages.	Great imagery and color reflective of the brand tone and personality; expansive "About Us" section highlights history, community, brewing, etc.; good product spec pages; full ecommerce site; Untappd social integration.	No age gate; homepage features carousel promotional tiles, address and hours of operation; beer page is a long list of seasonal, tap and year-round brews; basic beer spec pages; owner blog (1 entry in 2017); by Elevation Creation .
Loyalty Program	None.	None.	None.	MyAbita, now Brew Krewe.	None.
Email	Basic newsletter signup functionality.	Yeti Mafia newsletter signup overlay on homepage.	Aggressive email program announcing new products, news, growler fill dates, etc.	Updates on calendar events, seasonal offerings, discounts and surprises.	Mailing list functionality is currently disabled; simple contact us form.
Mobile	Partially-responsive site with fixed navigation bar and below-the-fold content.	Responsive site with chalk navigation and below-the-fold content (scrolling).	Responsive billboard design; clean and easy to navigate.	Responsive design; easy to navigate; billboard front page design teases rest of site.	Partially-responsive site with dropdown navigation bar and below-the-fold content.
Visitor Experience	Tours available; family-friendly (minors okay if accompanied by an adult); experimenting with kitchens, food trucks available.	Both locations open daily; tours; RiNo location offers Private Events space; future expansion of RiNo 5 acres.	World Bistro and Gardens plus many satellite breweries and tap rooms; brewery tours, events, retail.	Self/Guided tours and brewery events; Tap Room; Abita Brew Pub (including food); private events.	"Best enjoyed in the company of good friends." Yard tours every 2 nd and 4 th Saturdays for \$7. Mmm beer.
Social	21,990 likes on Facebook; active on Twitter and Instagram.	57,995 likes on Facebook; active on Twitter, Instagram (regional) and YouTube.	324,814 likes on Facebook; active on Twitter, Instagram, Google+ and YouTube.	136,925 likes on Facebook; active on Twitter, Instagram, Google+ and YouTube.	16,191 likes on Facebook; active on Twitter and Instagram.
Distribution	Salt Lake City and Denver facilities, with distribution to 24 states; Telegraph acquisition .	2 locations in Denver (Ballpark and RiNo) with distribution to 26 states.	Nationwide with production and distribution in Europe (Berlin project).	40+ states including some international coverage; Recent \$12M investment.	AZ, WI, KS, CO (OH?).
Industry Volume/Ranking	Not published.	35,300 barrels in 2016 (down 16% from 2015).	9 th largest craft brewer (2016).	20 th largest craft brewer (2016).	Not published.
Capacity	13k Bbls SLC (2013); Denver at capacity is 23k Bbls.	55-60k Bbls (Ballpark) and 80k (RiNo, projected).	325,645 Bbls/Year (2015).	151k Bbls of beer and 9,100 Bbls of root beer.	2x30 Bbl fermenters, 45 Bbl and 60 Bbl tanks.
Brand Message	The Epic team has a strong belief in doing everything "all out." Cofounders are beer geeks, foodies and "Epic" adventure junkies.	"We brew by a simple philosophy: let's do our part for the environment and run our business responsibly while giving back to Denver."	You're not worthy = irreverence and edgy; the status quo and complacency are for others, not us.	Party; quality ingredients; community; culture on tap; fun; flavor; natural; true colors of Louisiana; environmentally conscious.	Offensively delicious, those who do the don'ts and don't the dos. "I propose the death of the term craft. WE ARE RENEGADE!"
Public Relations	Industry articles written about marquee beer releases.	Produced and curated news; thorough media/press kit.	Active news room with event and launch communications.	Monthly news posts, including beer releases and recipes.	Tap4Tap 1 Gallon=1 Day program.
Events	No calendar of events; beer festival inquiries via email.	Updated local events calendar; Geeks Who Drink.	Local and nationwide event calendar.	For states with events, calendar content easy to find.	Taproom events calendar; GABF event.
Content	Approachable, straightforward copy with little personality or story; great beer naming model.	Approachable; community-focused; beer copy features brand voice and tone.	Beer, Brewing and "About Us" content is extensive.	Extensive, including beer edu, responsible drinking message.	Straightforward, basic brewing content with a Colorado-pride element.
Imagery	Beer imagery only; social content could provide more of a lifestyle angle.	Simple, meaningful beer [label] imagery ; local photos; hand-drawn brew process.	Beautiful product imagery; mobile site is image-heavy (slows responsiveness).	Colorful product, ingredient and experience imagery.	Lifestyle on homepage; basic can imagery; limited video content.