

Feature/Layout	Primary	Competitors			Comparator	
	Silverlake Wine	Wine Stop SVLK	EVE Bottle Shop	Drizly	Astor Wines	Tomato Pie Pizza
In-store Shopping		yes	yes	online only	yes	yes
Curb-side Pickup	yes	yes	yes	no delivery services only supplied by local liquor stores		yes
Delivery	yes	no	yes	yes	yes	yes
Delivery Minimum	4 bottle minimum, free delivery.	no delivery available	not sure, 12 mile radius to Echo Park	no minimum, service fee and markup driven service	no	not sure
Header	no header	yes	contains: logo, search and cart	contains: logo, 6 item menu bar (beer, wine, liquor, extras, business and gifts) search bar, sign in and cart	contains: logo, login, search bar, cart (primary) above that has filters, account and our story tab, secondary lays the menu 4 options (home, wine, sake, spirits)	yes
Footer	yes, contains: contact information and social media	yes	yes	yes	yes	yes
Contact	on landing page then also in footer	header and footer	email in About Us section	Located in footer under support	Contact us button located in the middle of the homepage and then contact information is visible in footer	footer, Locations click through, Order Now click through
Menu Layout	laid out in its entirety in the middle of the second page, accompanied by an extensive feature list	Shop Now Button opens to several multi colored tiles that represent each category available. Also, individual links in middle of page that represent each category.	Site under construction	in header broken up by beer, wine, liquor and extra and in the center of homepage a short option listed horizontally with the option to click to view entire selections. It is divided up very well and is not overwhelming	short menu in header broken up in wine, sake and spirits then below that there are 4 boxes of menu options you can click to view selections in entirety	Menus click through then displayed on center of page by location, downloadable PDF
Social Media on site	Yes annoying pop up that you have to exit and also located in footer	yes, header displays top 3 and footer displays all	yes	yes	yes	yes
Use of logo	on landing page no where else	always seen in header and footer	always seen in header	always seen in header	always seen in header	yes
Accessible Information	in footer and landing page	Easy to find in header and footer	no you have to dig around	yes tons in footer	yes tons in footer	yes contact link in footer
Shopping Cart	travels with browser on left hand side	yes, in header	in header	in header	in header	Order Now link in header
Filters	No not that I can find	yes	not visible (no)	yes	yes	menu filter by category

Key
Positive or feature available
Negative or missing feature