CROW FLIES
GROWTH SYSTEMS

PROJECT / GM.01

26 NOVEMBER 2026

GRAND MATRIARCH

SMALL-BATCH SPIRIT. BIGGER DIGITAL THINKING.

WEBSITE / AI / CONTENT / OPERATIONS



A new website and private distillery workspace for Grand Matriarch, connecting the Merimbula brand story, stockist discovery, cocktail inspiration, enquiries and the work behind the website.

PROJECT BUILD / PREPARED FOR FINAL HANDOVER

A CROW FLIES PROJECT CASE STUDY

A WEBSITE WITH SOMEWHERE TO GO.

Grand Matriarch is a Merimbula distillery with a distinctive bottle, a flavoured collection, a story to tell and a mobile cocktail bar. We built the new experience around the actions customers and the team need to take.

72	6	14	4
MAPPED STOCKISTS	SIGNATURE RECIPES	ACTIVE FAQs	PUBLISHED ARTICLES

A setting for the brand

Teal, black, ivory and silver frame the existing Grand Matriarch identity. Product imagery and editorial typography give the range and the Sapphire Coast story space to stand out.

The build includes a homepage, spirits catalogue, product pages, founder and brand stories, cocktails, event hire, journal, FAQs, contact and policy information. An adult age check introduces the site.



GENUINE BRAND ASSET

A practical buying journey

Explore the spirits, find a stockist and take the next useful step. The new site supports retailer discovery and relevant enquiries, reflecting Grand Matriarch's stockist-led model.

COUNTS CHECKED 26 NOVEMBER 2026

DISCOVERY, WITH USEFUL NEXT STEPS.

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MAPPED STOCKIST LISTINGS

We turned the supplied retailer information into a searchable directory with state and business-type filters, map pins and directions. The team has a place to keep the listings current.

Listings identify retailers. Customers still confirm a particular bottle's availability with the venue.

Cocktail inspiration

Six signature recipes sit alongside a tool for suggesting a cocktail from an approved spirit, selected mixers and a preferred style. The product catalogue guides what the tool can use.

Website concierge

The concierge helps visitors find product information, cocktail ideas, stockists and event enquiry pages. It draws on approved public website knowledge and returns relevant page links.

The AI tools support discovery. Product facts, retail availability and event arrangements remain grounded in the maintained records and the team's confirmation.

THE WORK BEHIND THE WEBSITE.

A private workspace brings the supporting tasks together, with grouped navigation, mobile section selection and a practical guide for routine use.

Enquiries & follow-up

Product, trade, stockist, event and general requests share a lead workflow. Records are saved before email alerts are attempted, with notification status and retry support.

Stockist management

Maintain retailer details, review imported entries and control the listings used by the public finder. Product and location context stay close to the customer journey.

Private event bookings

Review event requests with date, location and guest details. Private booking records are separate from public event listings, with confirmation handled by the team.

Manual stock ledger

Record receipts, issues and corrections by product and location, with references and movement history. The tool supports manual records; retailer inventory is separate.

Content & campaigns

Maintain products, recipes, FAQs, journal articles and public events. Plan campaigns and prepare social content through a review process.

Knowledge & guidance

Keep approved brand facts and sources together. Review website suggestions and run history, then use the workspace guide to support day-to-day updates.

Newsletter sign-up records consent. The Mailchimp welcome email remains a connection task. Final enquiry inbox delivery and client access belong in the release checks.

CONTENT WITH A SOURCE BEHIND IT.

Search foundations

Metadata, canonical URLs, structured business information, crawler controls, sitemap and public AI guidance support the content. Private workspace and sign-in pages are excluded from the intended search index.

Brand knowledge

Four published journal articles and 14 active FAQs sit alongside approval tools and maintained product facts. Awards are presented with named recipients and source references.

Creative beyond the website

IMAGERY	Refreshed mobile-bar presentation using existing brand material.
VIDEO	Three supplied clips integrated into the website experience.
AWARDS	Updated recognition, with product, business and founder honours distinguished.
BANNER	Selected double-sided crest concept; final print export follows printer specifications.

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SOCIAL POST CONCEPTS

A six-week content package, with creative and caption variants for Facebook, Instagram and LinkedIn, including Christmas and New Year.

Search and content work creates a foundation. Verified Google measurement is still needed before reporting traffic, ranking or conversion improvements.

BUILT FOR THE NEXT CHAPTER.

Grand Matriarch has a connected website build and a workspace behind it: a place to tell the brand story, present the range, help visitors find retailers, capture enquiries and maintain the information that supports those journeys.

The result at this stage is delivered functionality and prepared content. Commercial outcomes can be assessed once the main-domain release is complete, measurement is verified and the team has used the workflows.

BRAND. WEBSITE. AI. OPERATIONS.

PREPARED FOR FINAL HANDOVER

The new build is published at its review address. Final client sign-off and connection of the main domain remain pending. Automated social delivery is disabled; the Mailchimp welcome email and verified Google measurement remain open.

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PROJECT RECORDS REVIEWED 26 NOVEMBER 2026