SaaSTech Servers

INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

Breweries, Wineries & Distilleries



Meet the people and places behind the craft.



Explore a practical example, watch the industry video and download the website planning workbook.

Microsoft 365 for your organization.

Make every page useful.

- Give each producer story its own space
- Explain visitor enquiries and access details
- Separate product questions from trade requests

Register or transfer your domain to SaaSTech Servers.

saastech.net/industry/breweries-wineries-distilleries

Scan for the guide and downloadable resources.

SCAN TO EXPLORE

SaaSTech Servers

SERVING CANADIAN BUSINESSES
Since 1999

Everything your business needs to move online.

Your name. Your website. Your business email.



DOMAIN CITY

Make a name.

Find your domain name or bring one you own.

WEBSITE VILLAGE

Build your online home.

Start with Website Builder or explore WordPress.

EMAIL TOWN

Look the part.

Use your business name in your team's email.

Not sure where to start?

Take a walk down Main Street.

Explore industry guides, website ideas and practical steps for your business.

Start at **saastech.net**

SCAN TO EXPLORE

Getting started with SaaSTech Servers

Create your free account before contacting support. Keep the detachable record private.

1 Create or sign in to your account

Use an email you can access and follow the secure account prompts. No purchase is required.

2 Keep your customer number and call-in PIN ready

Support may ask for both during a call you initiated through verified Contact Us.

3 Enable two-step verification

Have your registered phone or authenticator device with you when calling SaaSTech Servers; you may need it to sign in or verify the account yourself.

Create My Account | saastech.net/create-account

Contact Us	Account Learning Centre	Delegate access playlist

On Contact Us, check your language/region and currency settings, then use the local contact number shown there.

The Account Learning Centre covers setup and delegation for Website Builder and other services. Choose Work with delegates.

Cut or tear out the card below before sharing this workbook

PRIVATE account reference and call-in authentication

Organization or name _____

Account sign-in email _____

Customer number _____

Call-in PIN _____

Domain names _____

Reviewed on _____

Update your call-in PIN at pin.saastech.net or in My Account after signing in.

Never share your account password or call-in PIN with someone helping manage your services. Each helper should create their own SaaSTech Servers account and receive only the delegated permissions they need. Review purchase/payment and account-security permissions carefully.

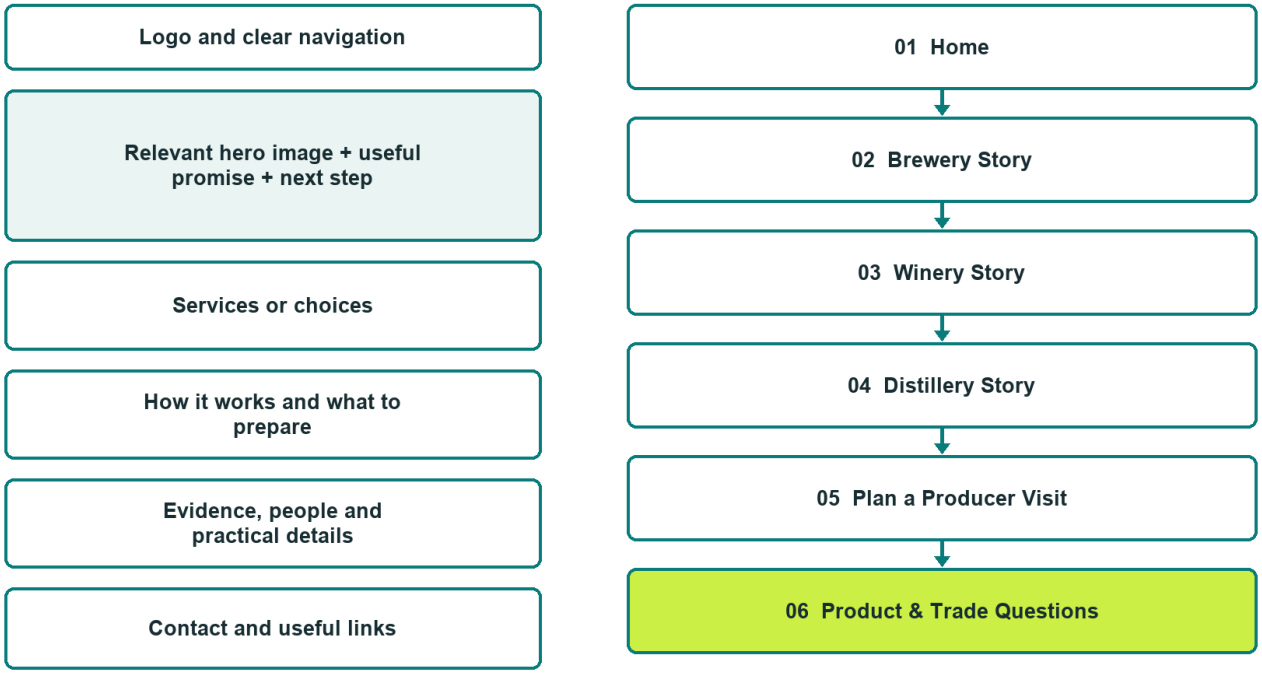
For official support, give the call-in PIN only during a call you initiated through verified Contact Us. Never share passwords, sign-in verification codes or recovery codes.

Do not record passwords, verification/recovery codes, security answers or payment details here. Keep this card safe and cut or tear it out before sharing the workbook.

Use a secure password manager for passwords and recovery information.

Breweries, Wineries & Distilleries Website workbook

A practical workshop for a 6-page website. Study the example, plan the content and draft your own version in Word or on paper.



Plan → Draft → Build → Test

Captured demo edition. Study the unpublished six-page example, then draft your own verified content. Open the industry gallery for desktop and mobile previews.

Explore Website Builder and compare plans

Before you build

Your business supplies the facts. Prairie Field & Cask is a fictional teaching example, not a live service.



- □ Ask about the producer or a visit
- □ Verified business identity, services and current contact information
- □ A clear enquiry, review and confirmation process
- □ Choose original photographs and confirm permission to use them.
- □ Keep private customer records out of public website forms.

Your audience and the action you want them to take

Facts to verify and people who must approve them

Create your SaaSTech Servers account

01 Home

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. Open the industry gallery for its paired mobile view.

Sample wording — adapt and verify

Meet the people and places behind the craft.

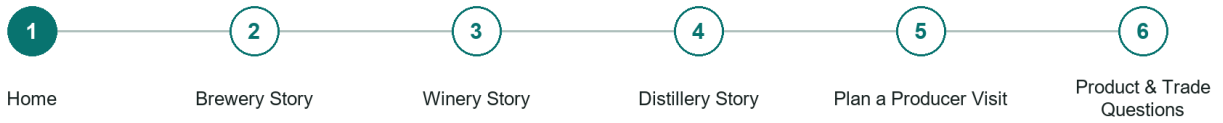
Explore three distinct production stories and the questions to ask before planning a visit.

Visitor access and any product enquiry are confirmed directly by the producer, not by this demonstration.

Suggested button: Plan a Producer Visit

Website advice

Keep brewery, winery and distillery stories distinct, with operator-reviewed visitor information and product enquiries rather than implied online alcohol sales.



Your draft: Home

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

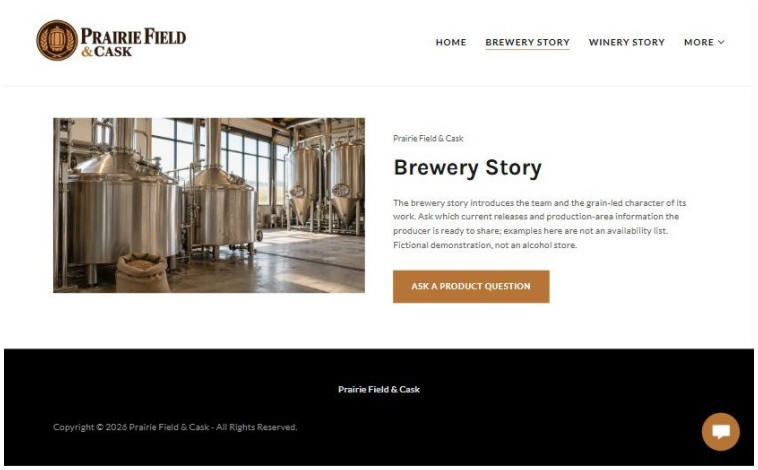
Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

02 Brewery Story

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. Open the industry gallery for its paired mobile view.

Sample wording — adapt and verify

Brewery Story

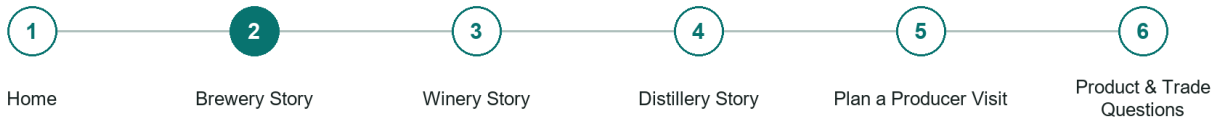
The brewery story introduces the team and the grain-led character of its work.

Ask which current releases and production-area information the producer is ready to share; examples here are not an availability list.

Suggested button: Ask a Product Question

Website advice

Explain the brewing business through verified people, ingredients and facility photographs, without instructional production content.



Your draft: Brewery Story

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

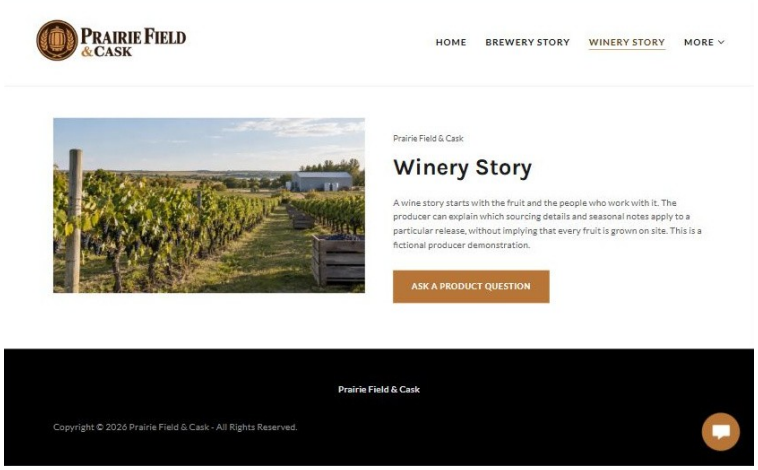
Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

03 Winery Story

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. Open the industry gallery for its paired mobile view.

Sample wording — adapt and verify

Winery Story

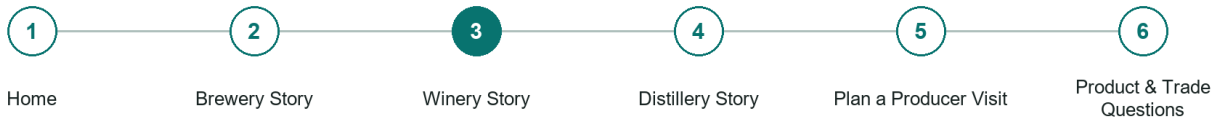
A wine story starts with the fruit and the people who work with it.

The producer can explain which sourcing details and seasonal notes apply to a particular release, without implying that every fruit is grown on site.

Suggested button: Ask a Product Question

Website advice

Give the winery its own origin and growing-region narrative rather than reusing brewery terminology.



Your draft: Winery Story

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

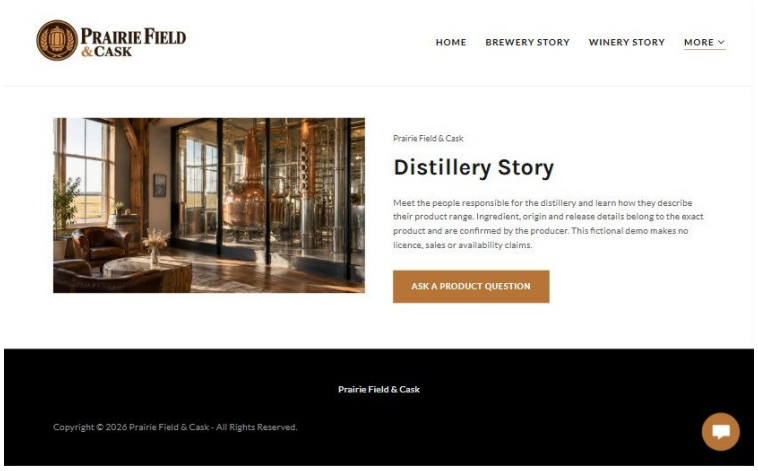
Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

04 Distillery Story

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. Open the industry gallery for its paired mobile view.

Sample wording — adapt and verify

Distillery Story

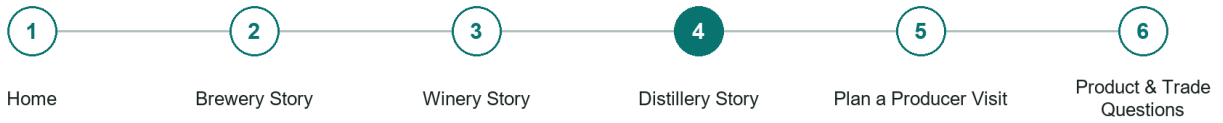
Meet the people responsible for the distillery and learn how they describe their product range.

Ingredient, origin and release details belong to the exact product and are confirmed by the producer.

Suggested button: Ask a Product Question

Website advice

Separate distilled-product information from brewing and wine content; keep descriptions factual and reviewed.



Your draft: Distillery Story

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

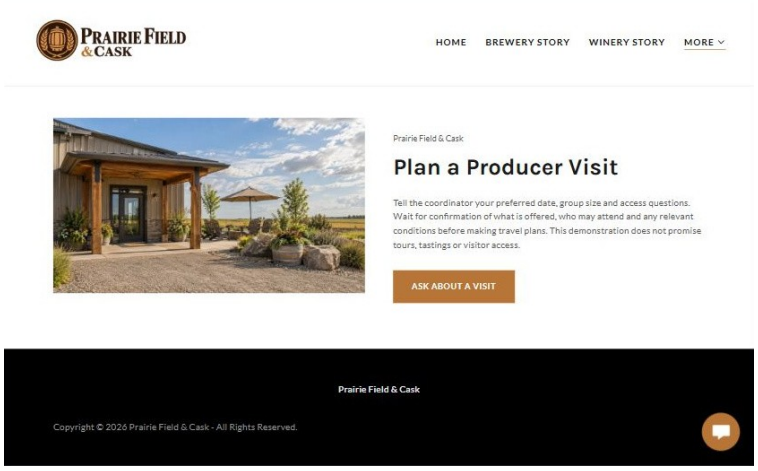
Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

05 Plan a Producer Visit

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. Open the industry gallery for its paired mobile view.

Sample wording — adapt and verify

Plan a Producer Visit

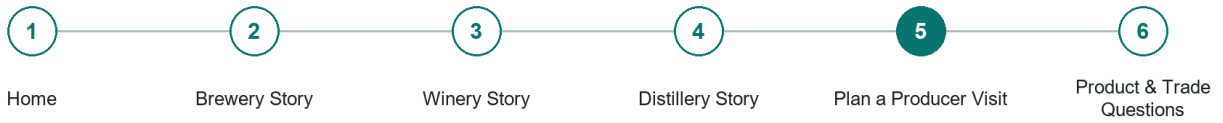
Tell the coordinator your preferred date, group size and access questions.

Wait for confirmation of what is offered, who may attend and any relevant conditions before making travel plans.

Suggested button: Ask About a Visit

Website advice

Explain enquiries about visitor access, group size, accessibility and confirmed activities without promising tours or tastings.



Your draft: Plan a Producer Visit

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

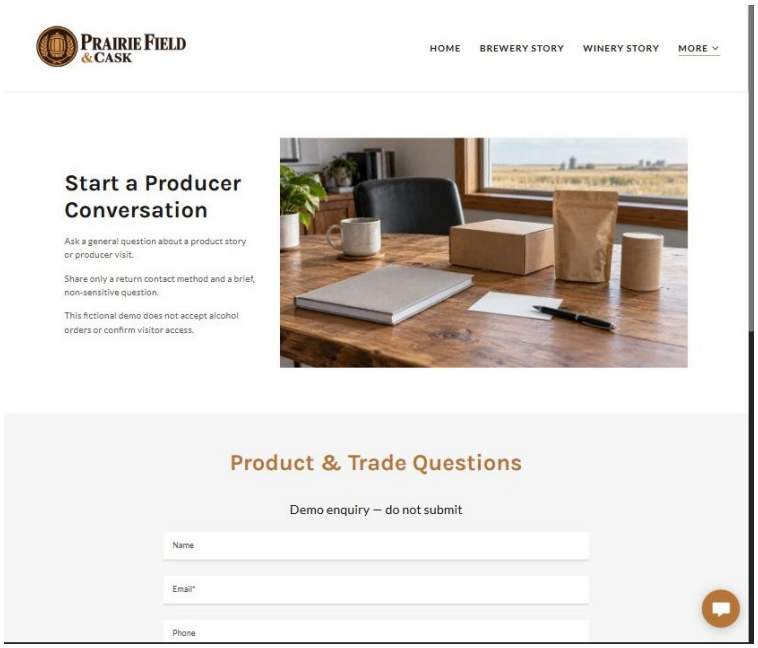
Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

06 Product & Trade Questions

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. Open the industry gallery for its paired mobile view.

Sample wording — adapt and verify

Product & Trade Questions

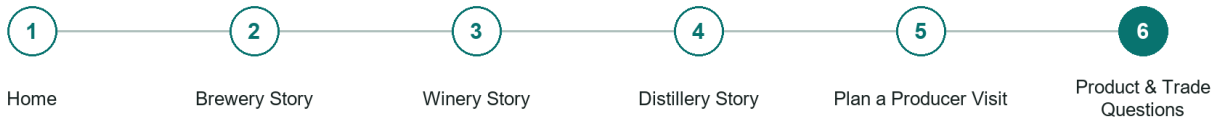
Identify the product or business topic you wish to discuss and provide a reply method.

Staff confirms whether the enquiry can proceed and which verified information applies; this form does not place an order.

Suggested button: Demo enquiry form

Website advice

Route general consumer and business questions separately without checkout, order acceptance or wholesale eligibility claims.



Your draft: Product & Trade Questions

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

Test before publishing

Review the captured desktop and phone journey. Confirm every enquiry destination and test approved delivery before a live launch. The demonstration is unpublished.

□ Fictional producer demonstration. No alcohol sales, shipment, tasting availability or licence claims are made. Verify applicable age requirements, permissions, visitor arrangements and every product description before launch; do not present alcohol as a health benefit.

□ Verify every service description, contact route and operating detail.

□ Replace fictional identity and example information before a live launch.

□ Test enquiries, links and downloads on desktop and mobile.

□ Keep confidential records in approved private systems.

□ Obtain operator approval for public wording and images.

□ Check every link, form destination, download and confirmation message.

□ Check logo contrast, hero framing, text sizes and image loading.

□ Save a named backup and assign a content-review date.

Changes to finish and person responsible

Approval and next review date

Website Builder plans and signup