

BLOG CONTENT IDEAS



CommuniTea Kombucha

Home Delivery (Mysteries)

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We Only Of

- We will offer (half-barrel kegs), but we do not currently offer mixed cases for Home Delivery.

WHAT IS KOMBUCHA?

WHERE DID KOMBUCHA COME FROM?

WHAT MAKES COMMUNITEA DIFFERENT?

WHY WOULD I BUY IT, BEFORE I HAVE TRIED IT?

WHY DON'T YOU HAVE FLAVORS?

WHY DO YOU USE GREEN TEA, NOT BLACK TEA?

WHAT DOES "BIODYNAMIC" MEAN?

HOW SHOULD I STORE? SHOULD I REFRIGERATE?

DO I NEED TO SHOW ID?

HD: WHERE WE DELIVER AND WHY

HD: ORDER DEADLINE & DELIVERY TIMING

HD: VITAL PRE-DELIVERY COMMUNICATION

HD: WHY CAN'T I ORDER LOOSE BOTTLES?

or ECommerce

Delivery Program, the e in reusable bottles

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Home Delivery: Why Can't I Order Loose Bottles? (And Other ECommerce Mysteries)

Like everything else in our pandemic world, when it comes to our new **Home Delivery Program**, **the devil is in the details**, and as it turns out, **selling a licensed beverage online in reusable bottles for home delivery comes** with an enormous number of details.

We are aware of some kinks and bugs already that we will all have to live with for a while. For instance, ecommerce appears to be even more heavily weighted toward single-use, one-way packaging than the brick and mortar world, and we discovered that there is, in fact, no way for us to easily program our website so that you can easily declare, and receive credit for, your bottle returns. We literally spent months trying, to no avail. Thus, we are forced to take a “workability instead of perfection” approach for now, simply to make this program available to you, and **we greatly appreciate your patience and understanding while dealing with the resultant clunkiness of the way we have chosen to do this.**

We Only Offer Whole Cases & Kegs For Home Delivery

- We will offer bottles in three sizes, as well as sixth-barrel kegs (contact brewery well in advance for half-barrel kegs), but we do not currently offer mixed cases for Home Delivery.
- We have two prices for each size.
 - One price includes a deposit for all the bottles, as well as their crate.
 - The other price will be just for the kombucha itself, without charging for deposit.
 - *You should only select the latter price **if you are returning a whole case of empty bottles** of the same size with its crate for each case you are ordering.*
 - Prices and deposits are the same as if you purchased single bottles at our brewery, only you are paying them for an entire case, *and you are getting free delivery and free pickup of your empties!*
- Because of the way eCommerce works, or in this case, doesn't work, we are unable at this time, without incurring great development and programming expense, to offer customers the ability to simply declare, and receive credit for, bottle and crate returns on an a la carte basis.

Our Online Inventory is Currently Limited

Our online inventory is currently limited, so we can properly manage our overall inventory, which also needs to supply our wholesale and in-brewery customers. That said, we do have plenty of inventory in our brewery, so if you need more cases than are in our online inventory when you go to place your order, please contact us directly, and we can make them available to

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You Must Be Home To Receive Your Delivery!

This brings us to another key point: you *must* be home to receive your delivery. It's the law, because **our kombucha is a licensed beverage**. It also means your kombucha, and your bottle and crate returns, will be more secure.

Please use the "special instructions" field at checkout to give us any other important information, special needs or feedback with your order.



Home Delivery: Why Can't I Order Loose Bottles? (And Other ECommerce Mysteries)

[Click here to read more!](#)

ComKom news Email Campaign Archive

from [CommuniTea Kombucha](#)

[join our mailing list](#)

- 01/29/2021 - [We're Updating Our Online & In-Brewery Pricing](#)
- 12/31/2020 - [Happy New Year From CommuniTea Kombucha!](#)
- 12/21/2020 - [Help Us, Treat Yourself, Holiday Hours & More!](#)
- 12/16/2020 - [A Gift For You. A Gift for CommuniTea.](#)
- 11/30/2020 - [Cyber Monday Gift Card Promotion Ends Soon!](#)
- 11/27/2020 - [Exciting News About Gift Cards, Home Delivery and Website Updates!](#)
- 11/10/2020 - [CommuniTea Kombucha On Sale At Whole Foods Market!](#)
- 10/27/2020 - [Here's The Latest From CommuniTea Kombucha!](#)
- 10/13/2020 - [Reminder: We'd Love Your Help!](#)
- 10/06/2020 - [Home Delivery: We'd Love Your Help!](#)
- 09/24/2020 - [Searching for an Entrepreneur](#)
- 09/24/2020 - [Searching for an Entrepreneur](#)
- 09/09/2020 - [Introducing Home Delivery!](#)
- 08/18/2020 - [It's Been A While! We've So Much To Tell!](#)
- 06/10/2020 - [Brewery Closure Friday, June 12, For Black Lives Matter General Strike](#)
- 05/22/2020 - [Memorial Day Needs Kombucha!](#)
- 05/08/2020 - [Happy Mother's Day!](#)
- 04/17/2020 - [Update: Brewery Hours & Appointments, Bottle Returns](#)
- 03/20/2020 - [An Update from CommuniTea Kombucha](#)
- 03/05/2020 - [Community Supported CommuniTea!](#)

Happy New Year To Our CommuniTea Community!

We wish you a happy and healthy 2021, as we finally close the book on a very challenging 2020. We hope you will ring in the new year with us, with hope and a glass of delightfully bubbly CommuniTea Kombucha!

2020 has been a year our business could only have survived with your support, and we thank you for that. Indeed, 2020 has been a year in which we have learned the critical importance of togetherness – of community – even at a time we have had to stay apart.



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Remember, if you purchase a **CSC Card** from us *before the end of New Year's Day*, we will give you a **special discount code** to use with it for purchases on our website or at our brewery.

[Click here to read more of our end of the year thoughts!](#)

Content Ideas

- Story
- Mission/ Values
- Health
- FAQ
- Seasonal Content
- How- To Content
- What Makes Your Product Unique?
- Different Ways to Use Kombucha
 - Recipes
- Focus on Community
- Interactive Content

Blog Tips

1. Usability: Can readers find the blog on your website? Is it easy to navigate?
2. Design: Is the layout attractive? Does the aesthetic match your brand? Does the design consider the user?
3. Content: Is there fresh content added regularly? Are the posts helpful and written with empathy for the reader? Is there content for each phase of the buyer's journey? For each persona?
4. Conversion: Once a reader is in the blog, how will they be converted to a lead? Then converted to a customer?

Blog Tips

- Clean, simple layout
- Connect with community
- Photography
- Focus on brand value, not just product
 - Balance between awareness content, product content and content that reflects the brand's values
 - Regularly post content about things that matter to your brand
 - Include content for each stage of the customer awareness funnel
 - Attract new site visitors, educate readers about product, and convince people interested in kombucha why this should be their go to brand