

ALMANAC

TASTE / SEBASTOPOL, SONOMA COUNTY, CALIFORNIA / SEPTEMBER 2026

DUTTON ESTATE WINERY

Estate wines, family farming and garden tastings in Russian River Valley

MARKETING INTELLIGENCE REPORT

INDEPENDENT ALMANAC REVIEW

THE EXPERIENCES ARE DISTINCT. THE VISIT NEEDS ONE CLEAR ANSWER.

4

TASTING FORMATS OBSERVED

3

PRIMARY ACTIONS

3

BOOKING JOURNEYS TESTED

THE CENTRAL FINDING

Dutton already has a memorable family-farming story and genuinely different ways to visit. The strongest opportunity is to make the practical rules and comparison facts as dependable as the experience itself.

START HERE

01

MAKE IT CLEAR WHEN TO VISIT - AND WHEN TO BOOK.

NEEDS SOME TIME

02

SHOW THE TIME AND PRICE BEFORE VISITORS CHOOSE A TASTING.

NEEDS SOME TIME

03

REPAIR THE HOMEPAGE PLAN YOUR VISIT LINK.

QUICK WIN

YOUR RATING IS STRONG. CLARITY SHOULD MATCH IT.

4.7 Your Google review score, out of five.

BASED ON 64 GOOGLE REVIEWS



Your 4.7 Google rating shows visitors already trust the experience. The opportunity is to make the visit rule, tasting choices and booking details as dependable online as the experience guests describe.



Family farming, vineyards, apples and Green Valley already give Dutton a specific reason to be remembered. The opportunity is to carry that proof closer to the choice of visit.

THE STORY IS ALREADY ROOTED IN THE PLACE.

WEBSITE

YOUR WEBSITE SHOULD MAKE THE VISIT EASY TO PLAN.

Keep the distinctive formats and family story.
Fix the conflicting visit rules, bring time and
price forward, and remove the broken planning
route.

Three moves

One source of truth, one comparison, one working
route.



MAKE IT CLEAR WHEN TO VISIT - AND WHEN TO BOOK.

Give visitors one dependable planning answer before they open the calendar.

Your homepage says daily, a public Beta page says Wednesday-Monday, and Tripadvisor says Tuesday closed. The tour page asks for 48 hours notice while the linked calendar displayed next-day times.

Have the tasting-room owner resolve the authorised rule, then align the homepage, tasting page and reservation display. Treat external corrections as follow-up, not a new campaign.

NEEDS SOME TIME

VISIT CONFIDENCE

MAKE THE TASTINGS EASY TO COMPARE.

Move useful planning facts that already exist closer to the choice.

Garden, Willow Wood Picnic and Grape to Glass are already distinct. The reservation journey adds a one-hour Garden slot and approximately two-hour Picnic and Grape to Glass durations.

Add a compact comparison above the full descriptions: format, time, published base price, setting, key inclusion and booking condition. Keep the longer descriptions underneath.

NEEDS SOME TIME

EXPERIENCE CHOICE

REPAIR THE HOMEPAGE PLAN YOUR VISIT LINK.

Remove the dead end without rebuilding the website.

The homepage planning link opened /visit-us/ and returned a page-not-found message. The separate Visit-menu route reached the current tasting page and onward reservation products.

Point the homepage invitation to the maintained tasting-reservations page, or restore an intentionally maintained visit page. Redirect the retired route if appropriate.

QUICK WIN

ROUTE TO RESERVATION

SOCIAL

YOUR SOCIAL STORY SHOULD SHOW WHY THIS PLACE IS DUTTON.

The accessible evidence supports family, vineyards, orchards and hosting. It does not support a generic post-more programme.

Keep the story

Family. Farming. Orchard. Garden. Hosts.



PUT THE FARM BEHIND EACH TASTING.

Use Dutton's family-farming story at the point where visitors are choosing what to book.

Add one short piece of provenance beneath each relevant tasting: the estate vineyards behind the wines, the orchard behind the cider, or the working-property access behind Grape to Glass.

Dutton already has the story. Move it from background brand material into the decision itself, so a visitor understands why this experience could only really happen here.

NEEDS SOME TIME

EXPERIENCE RECOGNITION

MAKE THE ORCHARD A DUTTON SIGNATURE.

Use the orchard and cider story often enough that someone can recognise Dutton before they see the name.

Show the same farming story changing through the year: blossom, fruit developing, harvest, pressing and the finished cider.

Connect each moment back to the Dutton family farm and the visitor experience. Do not treat cider as a separate product campaign.

The aim is recognition: vines may say Sonoma; the orchard, cider and family-farming connection say Dutton.

NEEDS SOME TIME

DISTINCTIVE STORY

SHOW GRAPE TO GLASS FROM START TO FINISH.

Create one short piece of content that follows the experience from vineyard to tasting.

Show the sequence rather than advertising the name: where the guest starts, what they see or learn, how long they spend with the host, and where the wine enters the experience.

Pin that explanation while the experience is current. Give an unfamiliar product name a mental picture before someone has to decide whether it is worth choosing.

NEEDS SOME TIME

EXPERIENCE CONFIDENCE

GOOGLE

YOUR GOOGLE PROFILE SHOULD REMOVE VISIT DOUBT.

Once Dutton confirms the current visit rule,
Google should repeat the same hours, booking
route and practical answer.

4.7 / 64

Observed Google rating and review volume.



MAKE GOOGLE MATCH THE VISIT.

Once the current visit rule is confirmed, make Google repeat the same answer as Dutton's own site.

Use the verified rule from the Website priority as the source of truth. Check Google hours, walk-in or reservation wording, Book route and current visitor description against it.

Correct only confirmed facts. If a third-party field cannot be edited immediately, record it rather than inventing a workaround.

A traveller who discovers Dutton on Google should get the same first answer about visiting as someone who starts on duttonestate.com.

AFTER CONFIRMATION

VISIT CONFIDENCE

PUT GUEST PROOF BESIDE THE GARDEN TASTING.

Show the setting and the guest experience at the moment someone is deciding whether to book it.

Use one strong current garden photograph and one recent piece of guest proof about the setting, knowledgeable hosting or character of the tasting.

Keep Google imagery current, then reuse the same proof close to the Garden Tasting description or booking action on Dutton's own journey.

This is not a request for more reviews. It is one relevant piece of proof placed where uncertainty is highest.

QUICK WIN

CHOICE CONFIDENCE

EXTERNAL

YOUR LISTINGS SHOULD TELL THE SAME VISIT STORY.

A traveller who moves from Dutton to CellarPass should not have to reinterpret the product. Keep tasting names, price, timing and reservation requirements aligned after the handoff.

Same facts

Name, price, timing and visit rule should agree.



GIVE CELLARPASS THE SAME ANSWERS AS YOUR WEBSITE.

Check each current tasting against Dutton's own tasting page before a guest reaches Reserve.

For every bookable experience, compare the name, displayed price, approximate duration and reservation requirement between Dutton's website and CellarPass.

Correct confirmed discrepancies. Where the operating rule or price treatment is genuinely uncertain, confirm it internally before changing either surface.

The selected journey showed why this matters: the official Garden page displayed \$40 while CellarPass displayed \$40.80 per person for the tested date, without a fee breakdown reached in research.

NEEDS SOME TIME

BOOKING CONSISTENCY

DO NOT GUESS WHAT THE EXTRA \$0.80 REPRESENTS.

The official Garden Tasting page displayed \$40 per guest. The selected-date CellarPass journey displayed \$40.80 per person. Research did not reach a fee or tax breakdown, so Almanac cannot attribute the difference.

Confirm the amount internally before changing public price language. If an unavoidable addition can be explained before checkout, make the scope of the published figure clear.

CORRECT THE FEW SURFACES THAT MATTER AFTER THE SOURCE IS FIXED.

Farm Trails, Sonoma.com, Tripadvisor, Route.wine and a public legacy Dutton page contain overlapping but divergent visit information.

This is supporting evidence for the primary visit-rule recommendation, not a separate campaign. Once Dutton confirms the canonical facts, correct the highest-reach controllable surfaces first and log provider-controlled items that cannot be changed immediately.

SUPPORTING EVIDENCE / NOT A SEPARATE PRIORITY

REVIEWS

KEEP THE PROOF CLOSE TO THE CHOICE.

Guest evidence is most useful when it explains the human quality of the tasting: knowledgeable hosts, warmth and confidence during the visit.

Preserve the proof

Hosts. Garden. Explanation. Specific experience detail.



KEEP KNOWLEDGEABLE HOSTS IN THE PROMISE.

Turn an existing strength into reassurance before someone books.

Use one or two current guest comments that specifically describe knowledgeable, welcoming or helpful hosting beside the tasting choices or visit-planning content.

Do not build a generic testimonial wall. Choose proof that explains what the host actually adds: guidance, explanation, warmth or confidence during the tasting.

The aim is to preserve something Dutton appears to do well and make that human quality visible before arrival.

PRESERVE

HUMAN CONFIDENCE

GIVE AI ONE CLEAR VERSION OF THE VISIT.

Fix the authoritative public information first. Do not create separate content "for AI".

Controlled tests generally understood Dutton's family-farming identity, but they did not reliably name the current tasting formats and produced reservation advice that conflicted with public visit information.

Once tasting names, durations and visit rules are consistent on Dutton's own pages and principal listings, repeat the same questions.

The success signal is simple: a traveller, Google and an AI assistant should encounter substantially the same answer about what Dutton offers and how to visit.

CHECK NEXT TIME

DISCOVERY & CONFIDENCE

DO NOT FIX WHAT ALREADY HELPS THE CHOICE.

FAMILY FARMING

Six generations of farming and the Dutton Ranch story give the winery a specific relationship to Sonoma.

GARDEN & WORKING WINERY

The setting helps travellers picture a real visit rather than a generic tasting room.

HUMAN HOSTING

Current sampled visitor evidence supports knowledgeable, warm explanation as part of the experience.

DISTINCT TASTING FORMATS

Garden, Picnic and Grape to Glass already create meaningful reasons to choose different visits.

CHECK NEXT TIME

Confirm the visit rule, recheck the tasting comparison and repeat the same Google, CellarPass and AI tests after the next material seasonal change.

CHECK NEXT TIME

Re-run the same visit-rule, booking, Google and listing checks after implementation. Re-sample current guest evidence before expanding any review theme.

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