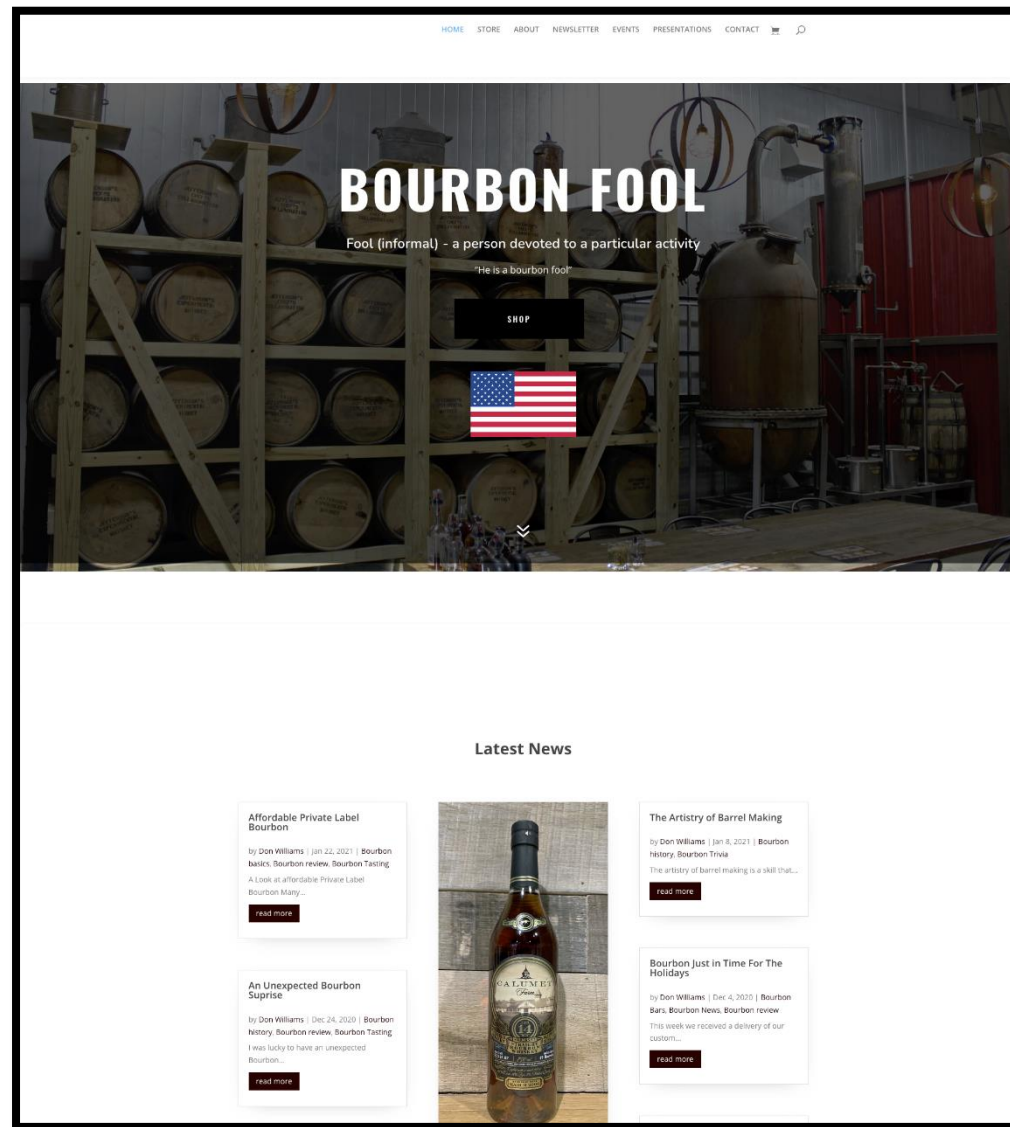
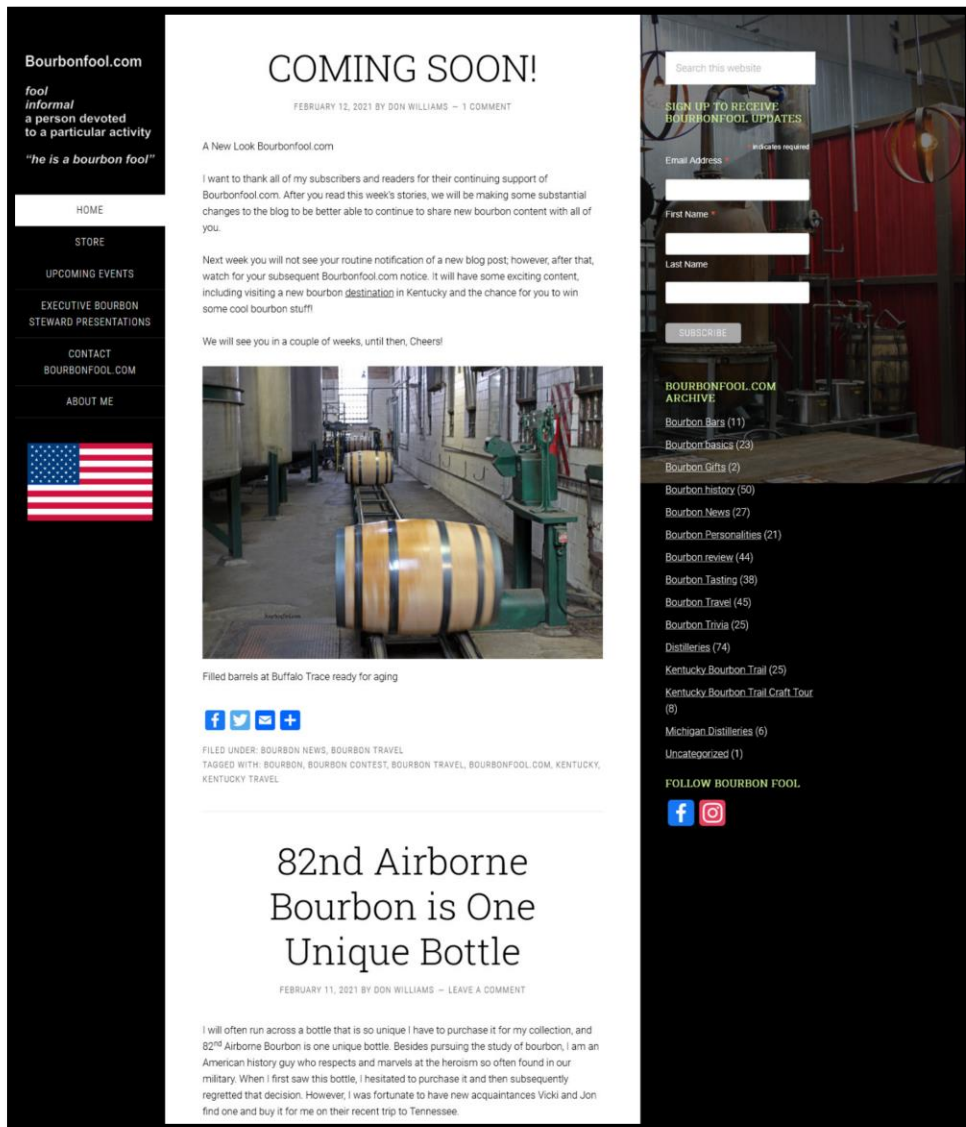




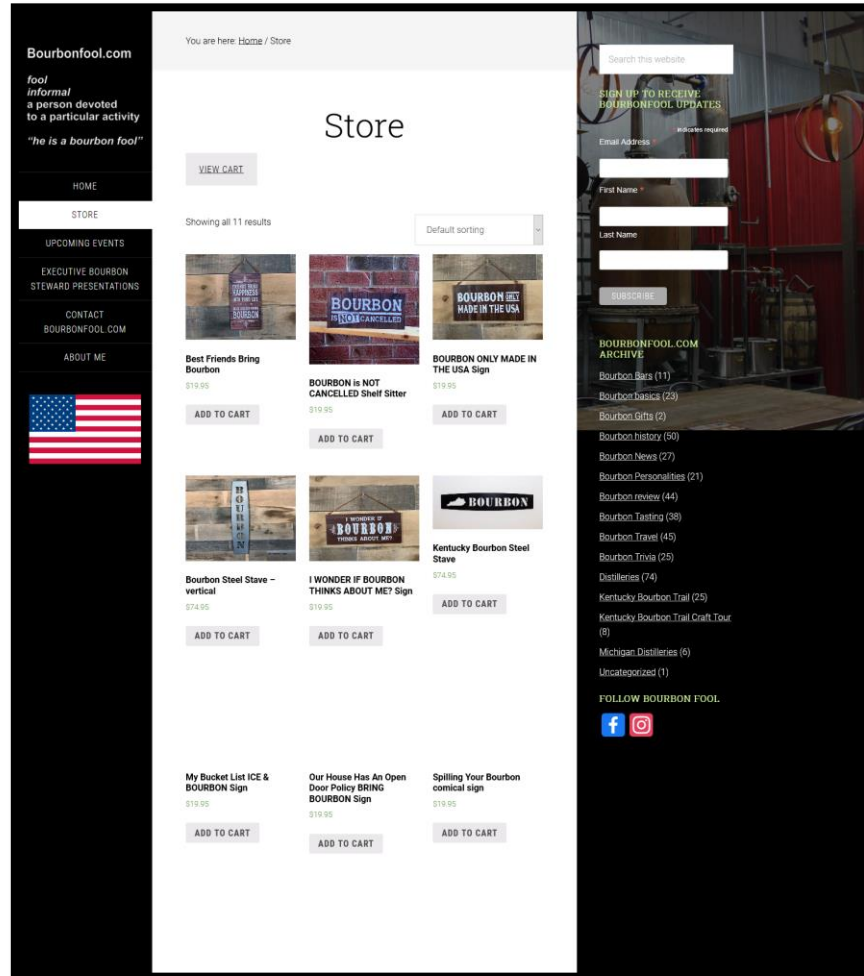
# Theme Change Optimizes Home Page Layout for Streamlined Flow

SEAMLESS TRANSITIONS | PROFESSIONAL LOOK AND FEEL | FRONT AND CENTER BRANDING | CONSISTENT THEME





# Store Page: Theme and Style Change Make Products Front and Center

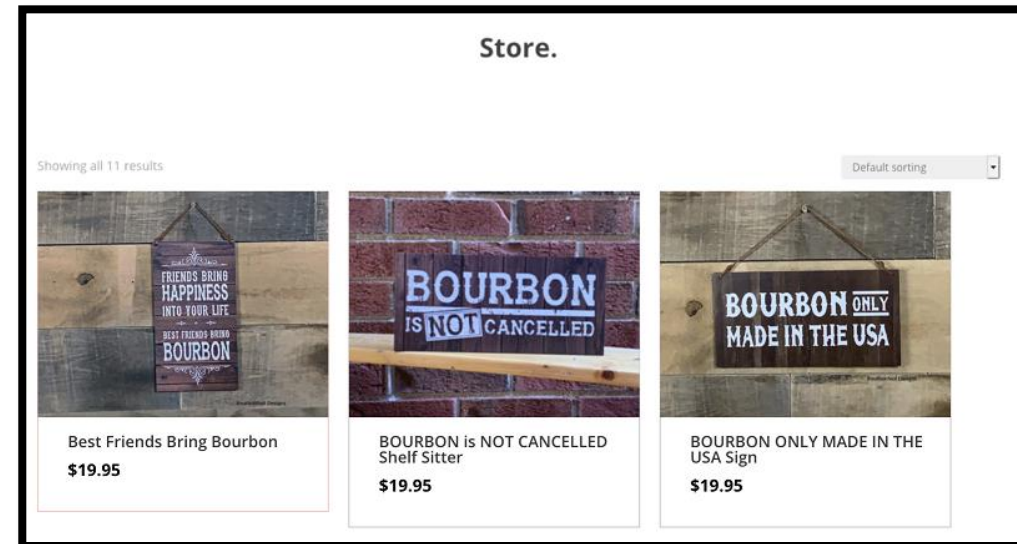
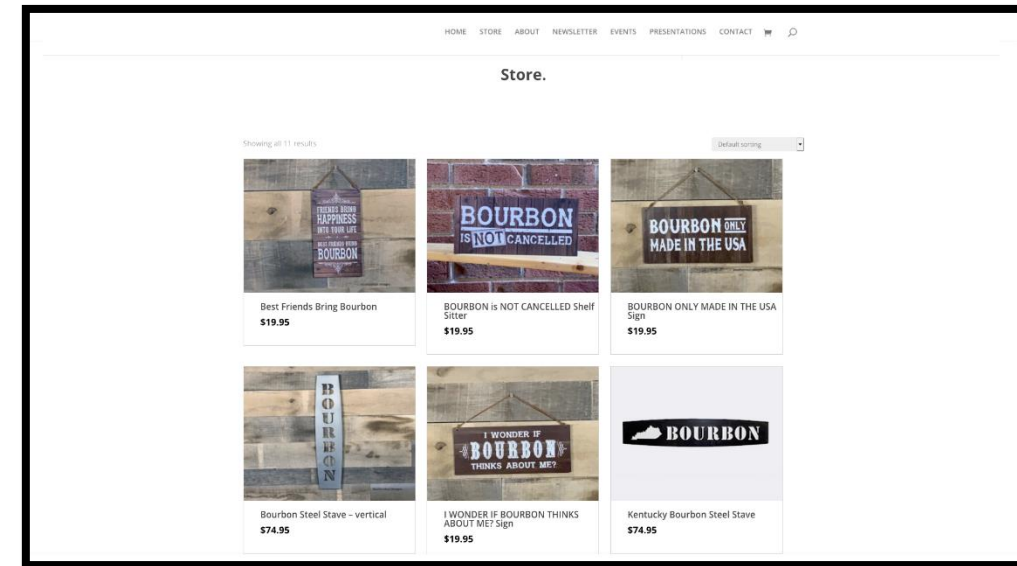


**Product cards  
larger and front  
and center with  
border and  
bolded price**

**Less whitespace  
between  
sections for a  
seamless  
experience**

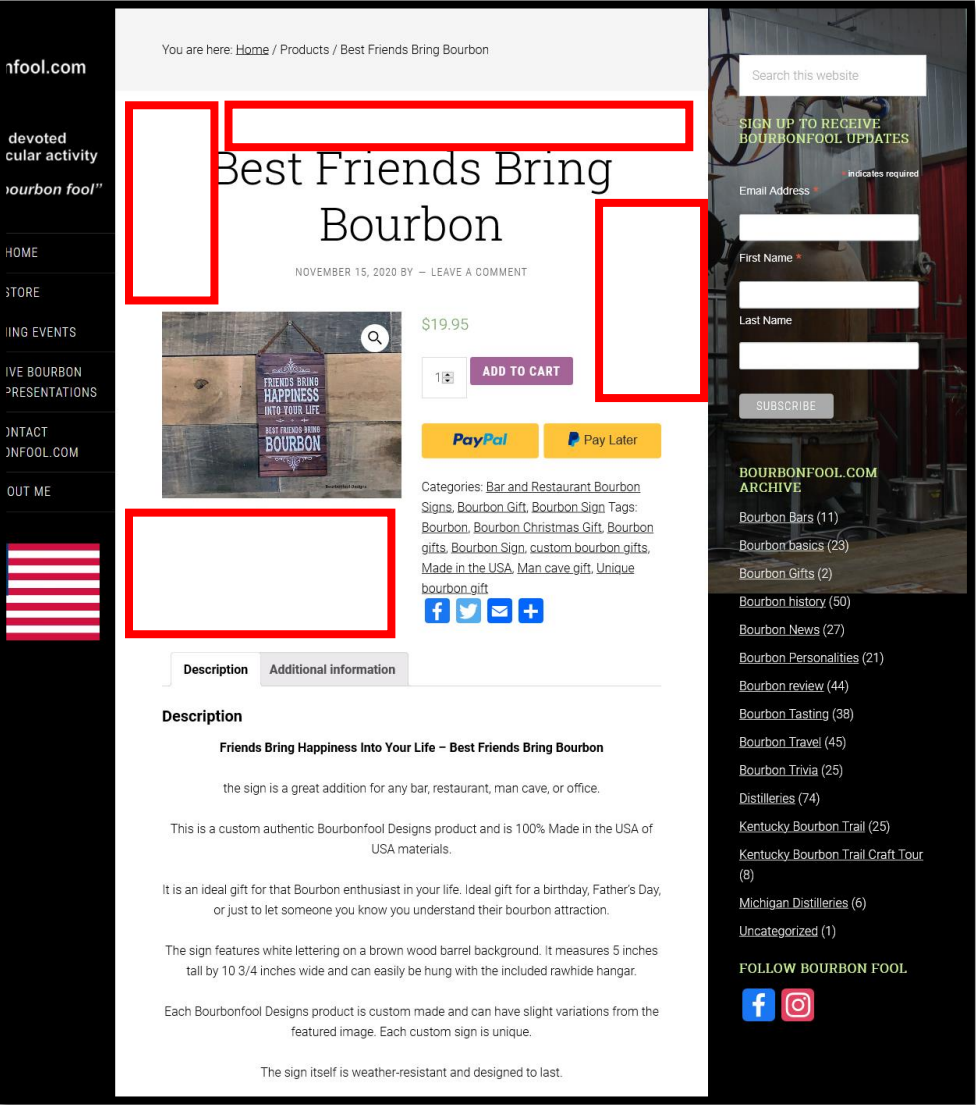
**Navigation,  
Sorting, Number  
of Results better  
aligned**

**Product cards  
highlighted red  
on hover**





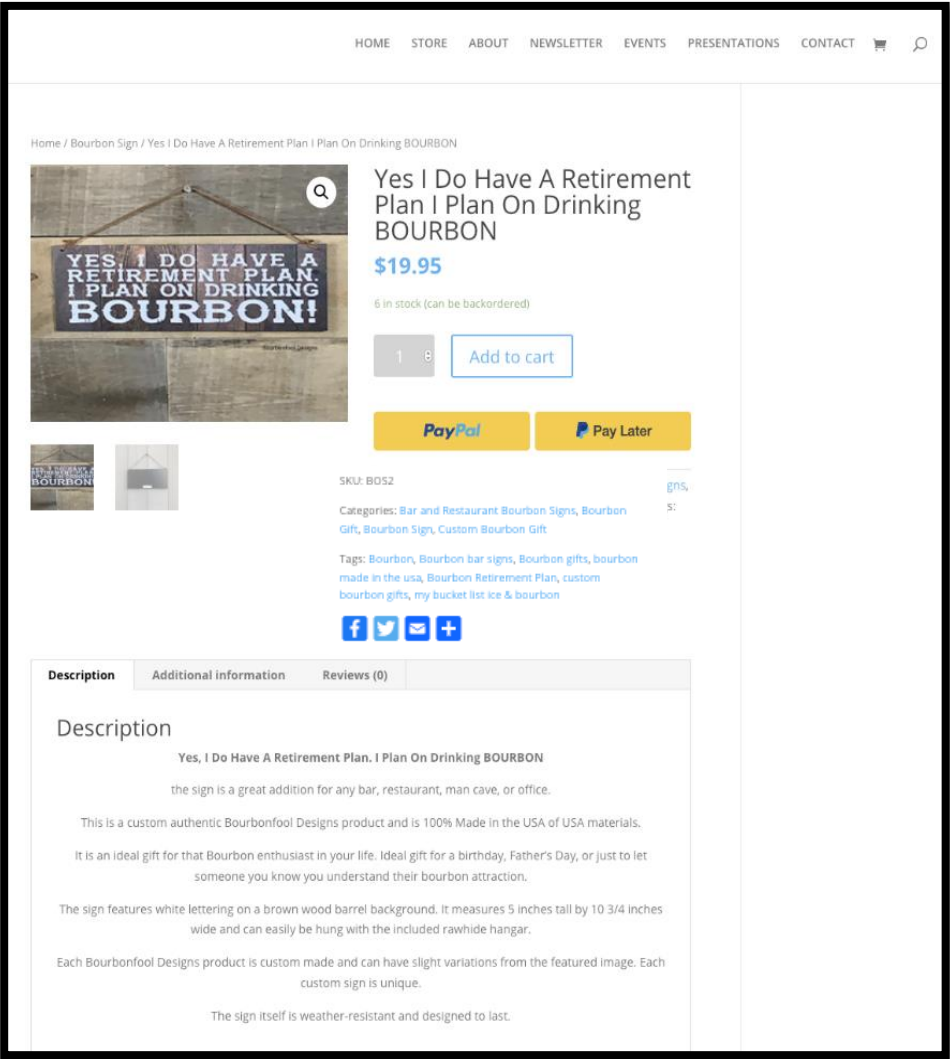
# Theme and Style Changes Optimize Product Page for Space and Flow



**Reviews  
condensed  
and  
accessible**

**Easily  
distinguished  
categories  
and tags  
guide user**

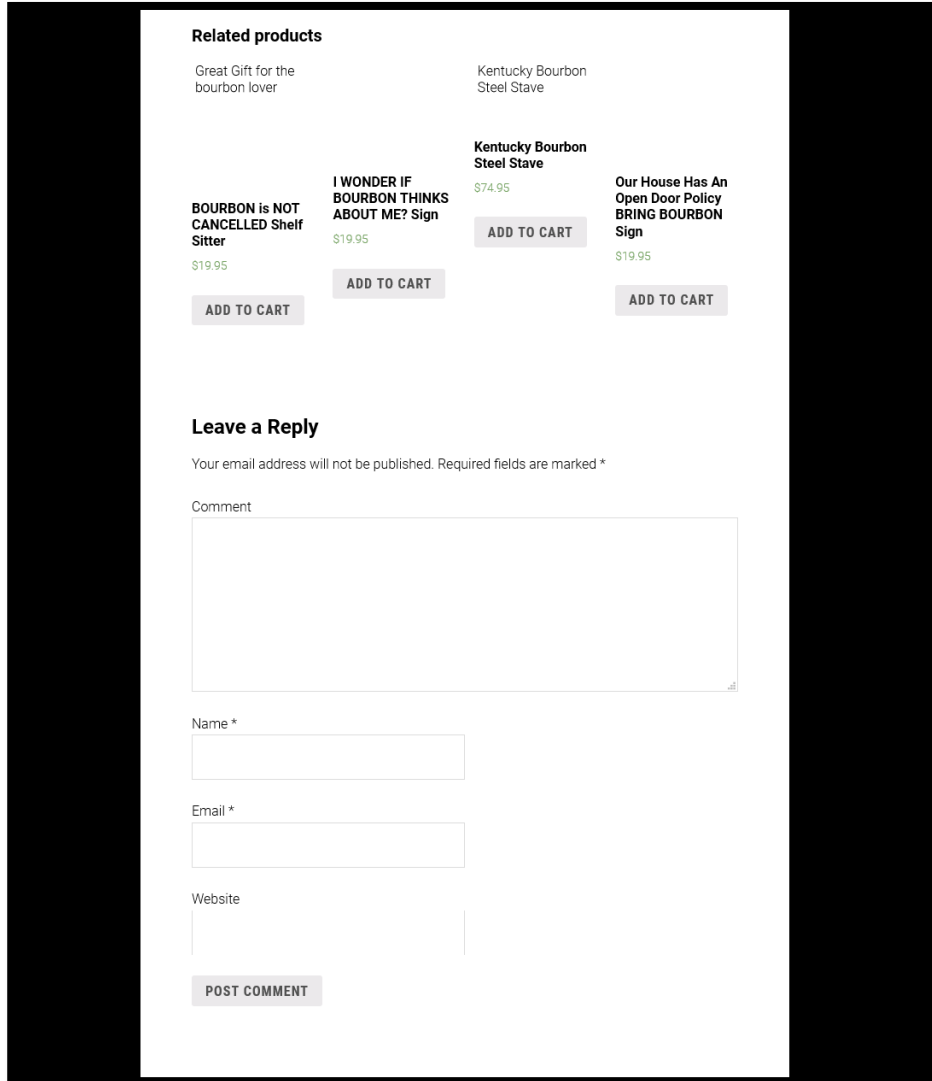
**Adjusted  
spacing  
creates a  
better  
navigation  
experience**





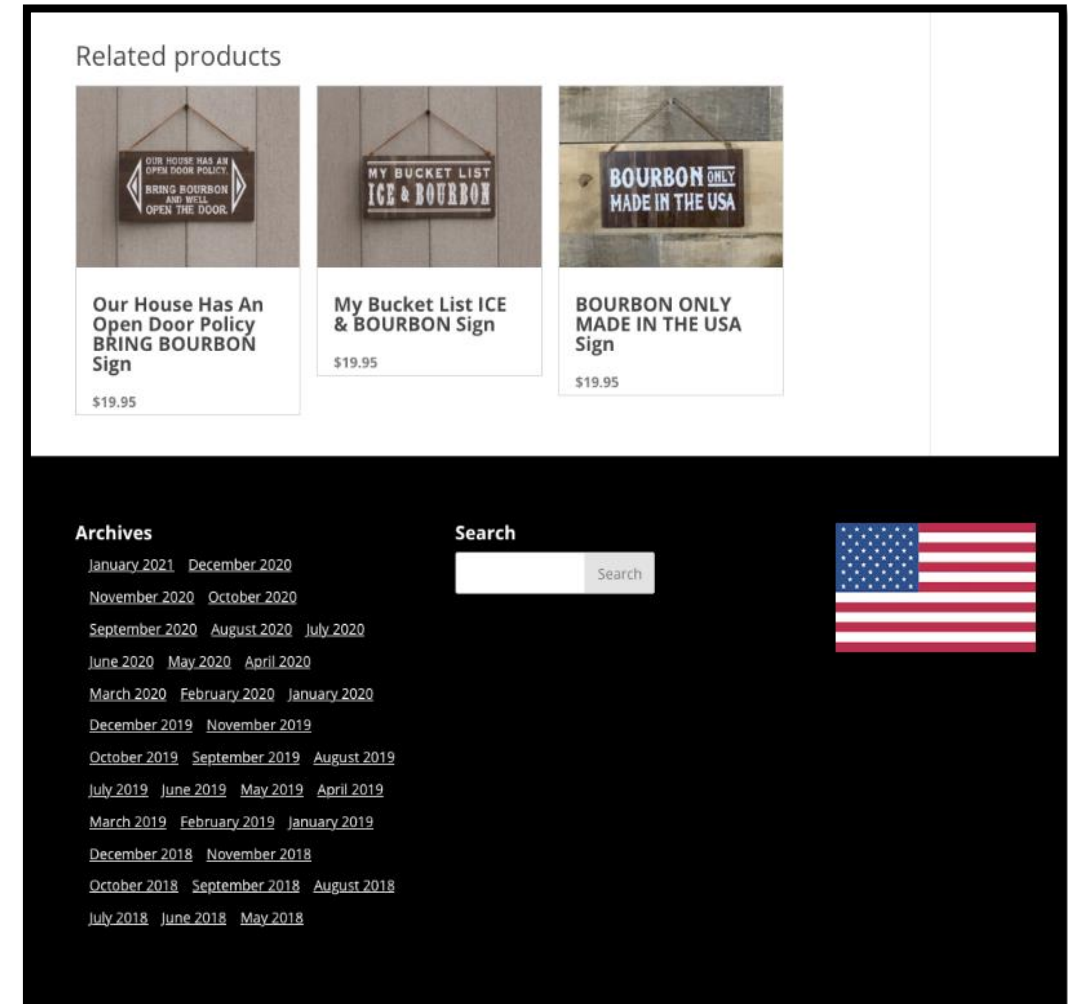


# Theme and Style Changes Optimize Product Page for Space and Flow



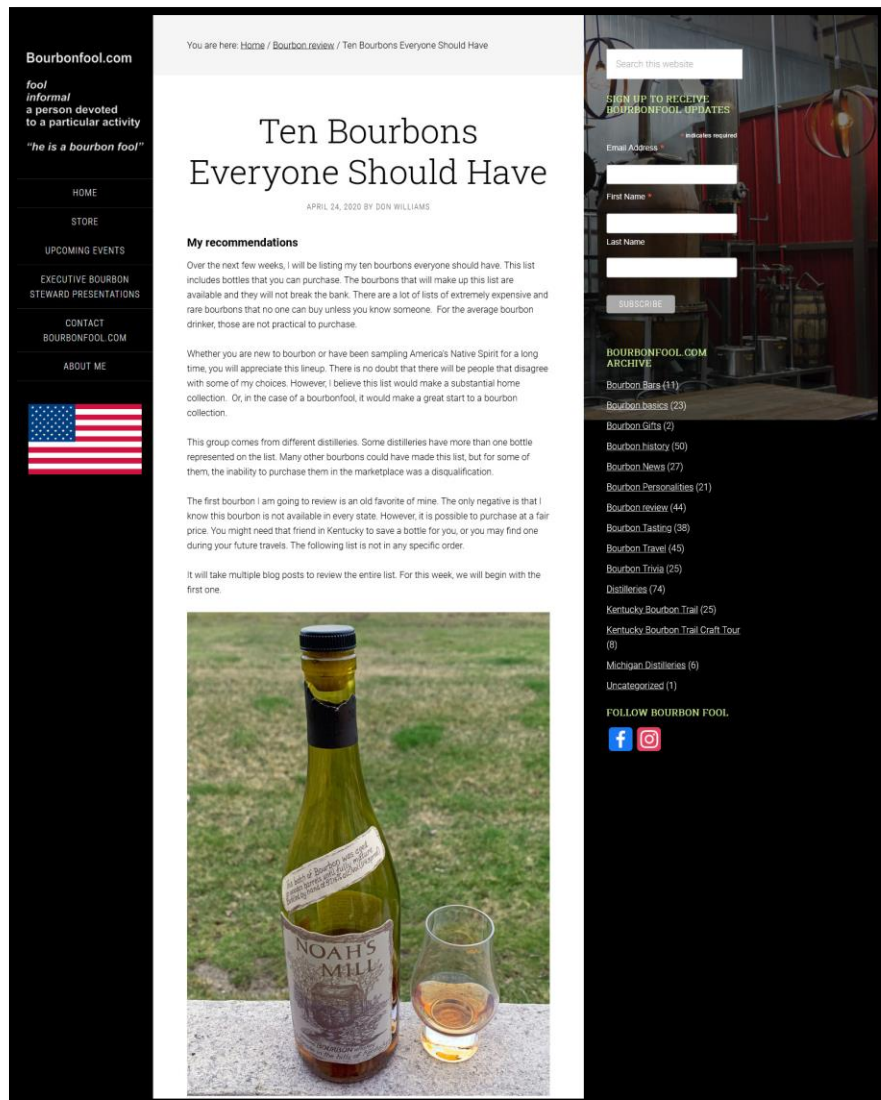
**Product  
cards  
match Store  
page layout**

**Footer  
maintains  
blog  
archive  
links and  
branding  
elements  
for a  
consistent,  
accessible  
experience**





# Restructured Navigation and Theme Change Optimize Blog Post



**Blog post  
becomes front  
and center**

**Blog archive  
links pane  
simplifies  
navigation**

**Flag in pane  
reinforces  
theme**





Bourbonfool.com

*fool  
informal  
a person devoted  
to a particular activity*

*"he is a bourbon fool"*



## COMING SOON!

FEBRUARY 12, 2021 BY DON WILLIAMS – 1  
COMMENT

A New Look Bourbonfool.com

I want to thank all of my subscribers and readers for their continuing support of Bourbonfool.com. After you read this week's stories, we will be making some substantial changes to the blog to be better able to continue to share new bourbon content with all of you.

Next week you will not see your routine notification of a new blog post; however, after that, watch for your subsequent Bourbonfool.com notice. It will have some exciting content, including visiting a new bourbon destination in Kentucky and the chance for you to win some cool bourbon stuff!

We will see you in a couple of weeks, until then, Cheers!



Filled barrels at Buffalo Trace ready for aging



FILED UNDER: BOURBON NEWS, BOURBON TRAVEL  
TAGGED WITH: BOURBON, BOURBON CONTEST, BOURBON TRAVEL, BOURBONFOOL.COM, KENTUCKY, KENTUCKY TRAVEL

Old Ezra 7, Old Forester Statesman, Old Bardstown Estate Bottled, and Old Tub. What is your favorite "Old" Whiskey?



FILED UNDER: BOURBON HISTORY, BOURBON TRIVIA  
TAGGED WITH: BASIL HAYDEN, BEAM SUNTORY, GLENNS CREEK DISTILLERY, HEAVEN HILL, JACK DANIELS OLD NO. 7, JIM BEAM, LUX ROW, OLD BARDSTOWN, OLD CROW, OLD EZRA #7, OLD FITZGERALD, OLD FORESTER, OLD GRAND DAD, OLD OVERHOLDT, OLD TUB, PAPPY VAN WINKLE, WHISKEY ADVOCATE, WILLET DISTILLERY



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Kentucky Bourbon Trail Craft Tour (8)

Michigan Distilleries (6)

Uncategorized (1)

### FOLLOW BOURBON FOOL



# Mobile Layout

## Key brand elements optimized

## Look and feel maintained while facilitating user experience

## Condensed footer provides easy to access links and maximizes screen real estate

# Home Page



## BOURBON FOOL

Fool (informal) - a

person devoted to a

particular activity

"He is a bourbon fool"

SHOP



### Latest News

Affordable Private Label Bourbon  
by Don Williams | Jan 22, 2021 | [Bourbon basics](#), [Bourbon review](#), [Bourbon Tasting](#)  
A Look at affordable Private Label Bourbon  
Many...  
[read more](#)

[Fourteen Year Old Calumet Farm Bourbon](#)

Fourteen Year Old Calumet Farm  
Bourbon  
by Don Williams | Jan 15, 2021 | [Bourbon review](#), [Bourbon Tasting](#)  
Fourteen Year Old Calumet Farm Bourbon is one...  
[read more](#)

The Artistry of Barrel Making  
by Don Williams | Jan 8, 2021 | [Bourbon history](#), [Bourbon Trivia](#)  
The artistry of barrel making is a skill that...  
[read more](#)

An Unexpected Bourbon Surprise  
by Don Williams | Dec 24, 2020 | [Bourbon history](#), [Bourbon review](#), [Bourbon Tasting](#)  
I was lucky to have an unexpected Bourbon...  
[read more](#)

A Rare Rye Whiskey Bottle  
by Don Williams | Dec 11, 2020 | [Bourbon history](#)  
Even though this story is not specifically about...  
[read more](#)

Bourbon Just in Time For The Holidays  
by Don Williams | Dec 4, 2020 | [Bourbon Bars](#), [Bourbon News](#), [Bourbon review](#)

This week we received a delivery of our custom...  
[read more](#)

Your Best Store for Buying Bourbon - Update!  
by Don Williams | Dec 4, 2020 | [Bourbon Gifts](#), [Bourbon News](#), [Bourbon Travel](#)

Bourbonfool.com readers, I would like your help...  
[read more](#)

Tasting Whiskey with the Founder of Luca Mariano Bourbon  
by Don Williams | Nov 27, 2020 | [Bourbon Personalities](#), [Bourbon review](#), [Bourbon Tasting](#)

Tasting whiskey with the founder of Luca Mariano...  
[read more](#)

'Tis the Season for Bourbon Cream  
by Don Williams | Nov 20, 2020 | [Bourbon review](#), [Bourbon Tasting](#)

As you read this, we will be getting ready to...  
[read more](#)

Please support your local businesses!  
by Don Williams | Nov 20, 2020 | [Bourbon basics](#), [Bourbon News](#)

Many of us are now experiencing new lockdowns...  
[read more](#)

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### Search

Search





Bourbonfool.com

fool  
informal  
a person devoted  
to a particular activity

"he is a bourbon fool"



You are here: [Home](#) /  
[Store](#)

Store

[VIEW CART](#)

Showing all 11 results

Default sorting



Best Friends Bring Bourbon

\$19.95

[ADD TO CART](#)



BOURBON is NOT  
CANCELLED Shelf  
Sitter

\$19.95

[ADD TO CART](#)



BOURBON ONLY  
MADE IN THE USA  
Sign

\$19.95

[ADD TO CART](#)



Bourbon Steel  
Stave - vertical

\$74.95

[ADD TO CART](#)



Spilling Your  
Bourbon comical  
sign

\$19.95

[ADD TO CART](#)



Steel Bourbon  
Barrel Head

\$74.95

[ADD TO CART](#)



Yes I Do Have A  
Retirement Plan I  
Plan On Drinking  
BOURBON

\$19.95

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Uncategorized (1)

FOLLOW BOURBON FOOL



# Mobile Layout

Navigation  
elements  
aligned for  
better flow

Single column  
layout and  
product card  
outlines ease  
user experience

Flag in footer  
reinforces  
theme on every  
page

## Store Page

Store.

Showing all 11 results



Best Friends Bring Bourbon

\$19.95



BOURBON is NOT CANCELLED Shelf  
Sitter

\$19.95



BOURBON ONLY MADE IN THE USA  
Sign

\$19.95



Steel Bourbon Barrel Head

\$74.95



Yes I Do Have A Retirement Plan I  
Plan On Drinking BOURBON

\$19.95



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Bourbonfool.com

fool  
informal  
a person devoted  
to a particular activity

"he is a bourbon fool"



You are here: [Home](#) /  
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[Have A Retirement Plan](#)  
[I Plan On Drinking](#)  
[BOURBON](#)

## Yes I Do Have A Retirement Plan I Plan On Drinking BOURBON

APRIL 20, 2020 BY — LEAVE A COMMENT



\$19.95

6 in stock (can be backordered)

1 ADD TO CART

PayPal

SKU: BOS2 Categories: [Bar and](#)  
[Restaurant Bourbon Signs](#), [Bourbon Gift](#),  
[Bourbon Sign](#), [Custom Bourbon Gift](#)  
Tags: [Bourbon](#), [Bourbon bar signs](#),  
[Bourbon gifts](#), [bourbon made in the usa](#),  
[Bourbon Retirement Plan](#), [custom](#)  
[bourbon gifts](#), [my bucket list ice &](#)  
[bourbon](#)



Description

Additional information

### Description

**Yes, I Do Have A Retirement Plan. I Plan  
On Drinking BOURBON**

the sign is a great addition for any bar,  
restaurant, man cave, or office.

This is a custom authentic Bourbonfool  
Designs product and is 100% Made in the  
USA of USA materials.

It is an ideal gift for that Bourbon  
enthusiast in your life. Ideal gift for a  
birthday, Father's Day, or just to let  
someone you know you understand their  
bourbon attraction.

The sign features white lettering on a  
brown wood barrel background. It  
measures 5 inches tall by 10 3/4 inches  
wide and can easily be hung with the  
included rawhide hangar.

Each Bourbonfool Designs product is  
custom made and can have slight  
variations from the featured image. Each  
custom sign is unique.

The sign itself is weather-resistant and  
designed to last.

# Mobile Layout

## Brand elements thematically condensed for usability

## Product information thematically modified to facilitate flow

## Screen real estate reduced by 50%

## Product Page Top



Home / [Bourbon Sign](#) / [Yes I Do Have A Retirement](#)  
[Plan I Plan On Drinking BOURBON](#)



Yes I Do Have A  
Retirement Plan I Plan  
On Drinking BOURBON

\$19.95

6 in stock (can be backordered)

1 ADD TO CART

PayPal

Pay Later

SKU: BOS2 Categories: [Bar and Restaurant](#)  
[Bourbon Signs](#), [Bourbon Gift](#), [Bourbon Sign](#),  
[Custom Bourbon Gift Tags](#): [Bourbon](#), [Bourbon](#)  
[bar signs](#), [Bourbon gifts](#), [bourbon made in the](#)  
[usa](#), [Bourbon Retirement Plan](#), [custom bourbon](#)  
[gifts](#), [my bucket list ice & bourbon](#)



Description

Additional information

Reviews (0)

### Description

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Plan On Drinking BOURBON**

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The sign itself is weather-resistant and designed to last.

#### Related products



My Bucket List ICE & BOURBON Sign

\$19.95

ADD TO CART



Best Friends Bring Bourbon

\$19.95

ADD TO CART



I WONDER IF BOURBON THINKS ABOUT ME? Sign

\$19.95

ADD TO CART



BOURBON ONLY MADE IN THE USA Sign

\$19.95

ADD TO CART

#### Leave a Reply

Your email address will not be published.  
Required fields are marked \*

Comment

Name \*

Email \*

Website

POST COMMENT

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[Kentucky Bourbon Trail Craft Tour](#) (8)

[Michigan Distilleries](#) (6)

[Uncategorized](#) (1)

#### FOLLOW BOURBON FOOL



# Mobile Layout

“Related products”  
styled to  
match Store  
Page and flow  
better

Screen real  
estate reduced  
by 50%

# Product Page Bottom

#### Related products



Our House Has An Open Door Policy BRING BOURBON Sign

\$19.95



My Bucket List ICE & BOURBON Sign

\$19.95



BOURBON ONLY MADE IN THE USA Sign

\$19.95

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