Shipped a new Shopify website for Mike's Beverages

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Live at mikesbeverages.com, replacing an old web store that ran on a server in the shop. Mike's is a San Francisco beverage store and delivery business, founded in 1959. I built the website, marketing and technology entirely in Claude Code, through my AI consultancy Deal-Won.

Catalog. 1,646 active products in 54 collections, with type and origin filters and pairing suggestions, in English and Spanish, plus a blog.

Kegs and deposits. The cart adds the refundable deposit for kegs, gas tanks and rented equipment. Keg pages offer pump, coupler, jockey box and gas.

Since launch. 820 orders, not counting cancellations.

Delivery. 7 zones and 108 ZIP codes, each with its own minimum and fee. The cart requires a date and follows each zone's truck days.

Business accounts. 165 companies order at retail prices on their own terms, with account reorder and an office tap program page. A saved card replaces deposits on accounts paying by card.

In store. The register now runs on Shopify POS, on the website's inventory.

What runs on the store

● changes it or sends to it ○ only reads it ✓ the watchdog checks it. Fly is Fly.io cloud servers, GitHub is GitHub Actions, Mac is the office Mac. Shopify's column is nearly solid because the store holds the data. Slack is where staff work and alerts land.

System	What it does	Runs on	Shopify	Slack	Outlook	Victoria	Apollo	Klaviyo	Google	Claude	Watchdog
Website	The store above. Sends visitor, cart and analytics data to Apollo, Klaviyo and Google.	Shopify	●				●	●	●		✓
Agents. An AI model reads and decides.											
Victoria	Staff's operator in Slack, by DM or @mention, with 104 tools: quotes, order edits, delivery dates, customers, stock, deposit refunds, chasing payment, marking orders delivered. No tool exists to refund drinks, cancel an order or run a payout. Larger amounts wait for an Approve tap.	Fly	●	●	●		●			●	✓
Email drafter	Customer emails get a reply draft in Outlook and a Slack card with suggested actions. It never sends. A person presses Send or Do it, or hands it to Victoria.	Fly	●	●	●	●				●	✓
Product builder	Turns staff requests into listings, finds and checks a photo, and publishes drinks once photo, price and stock pass. Kegs and equipment wait for a person.	Fly	●	●		○				●	✓
Invoice reader	Scan-to-Price. Reads a supplier invoice photo and sets stock, cost and formula price. Prices only rise, and each change is logged to a Google Sheet.	Fly	●	●		○			●	●	✓
Outbound robot	Weekdays, finds offices in delivery zones, drops existing customers, verifies addresses, fact-checks a researched first line, and sends the sequence through Apollo.	GitHub, Mac	○	●	●		●			●	✓
Weekly reviews	Shows staff what Victoria could do for them, and proposes edits to her instructions for my OK.	Fly	○	●		○				●	✓
Cloud routines	Drafts a Mike's Journal post twice a week (never publishes) and sends the nightly order report.	claude.ai	●							●	
Skills, agents	10 Claude Code skills and 3 agents I start myself: growth report, SEO, blog, email, prospecting.	Mac	●	●			●	●	○	●	
Company brain	Turns the lessons log into about 1,200 rules and feeds relevant ones to each Claude session.	Mac		●						●	✓
Apps. Screens and services people use.											
Back Office	A page in Shopify admin. Staff press Upload invoice photo. Lines it is sure of go into stock by themselves, and it asks only about the rest. It also builds products from up to 20 label photos. Victoria's process does the reading.	Shopify, Fly	●	●		●				●	✓
Extensions	10 Shopify add-ons: business delivery rates, staff deposit and delivery cards, account reorder.	Shopify	●								
Demand collector	Logs shoppers wanting more than we have. Victoria's job posts it to #sales each morning.	Fly	○	●		●					✓
Call log	Turns phone voicemails into records on customer and company pages.	Fly	●		○						✓
Money Owed	Live dashboard of who owes what and how each business account pays.	claude.ai	○								
Robots. Scheduled code, no AI.											
Zone robot	Applies Victoria's queued zone changes in admin and rewrites the one list everything else reads.	Mac	●	●		○					✓
Card robot	Finds which business accounts saved a card, turns their deposits off and runs the card campaign.	Mac	●	●	●			●			✓
Guards	Deposit guard, stock link, keg list, Google feed guard, catalog and theme audits, pairing sync.	Fly, GitHub	●	●							✓
Daily sheets	8 AM brief, 8:45 driver routes, 4 PM pick list, stock alerts, day tags, calendar, recaps, reports.	Fly, GitHub	●	●	●				○		✓
Billing	Standing orders built 2 days ahead with a card hold, monthly service invoices, accounting report.	Fly, GitHub	●	●	●						✓
Email flows	Klaviyo lifecycle flows, business welcome and quiet-account reminders, consent sync.	GitHub	●	●	●			●			✓
SEO watch	Weekly Google search positions, first orders from search, and what to fix next.	GitHub	○	●					○		✓
Watchdog	Checks about 50 flows daily, pings Victoria every 2 minutes, alarms on missed deadlines, emails me if Slack is down.	Mac, Fly, GitHub	○	●	●	○		○			

Tried and shut off. Google Ads (no return), AI inbox triage, AEO (AI search) content drafting, order-ahead on sold-out kegs, a checkout date block that dead-ended 24 carts, HubSpot as the CRM.

Six months: 830 commits, 91 app versions, 2,843 tests on Victoria's code, 17 staff SOPs. Running: 4 Fly apps, 19 Fly jobs, 16 GitHub workflows, 6 Mac jobs, 2 routines.