

Harbor & Vine Hospitality

6 locations Region: Pacific Northwest Segment: Full-service • Multi-concept
PREPARED BY AUTOMATED TERRITORY RESEARCH • RUN 2026-03-04 • CONFIDENCE: HIGH

TECH STACK DETECTED

CATEGORY	VENDOR	SIGNAL SOURCE
ONLINE ORDERING	Popmenu	Fingerprint on order.harborandvine.com (Popmenu embed + /menu markup)
RESERVATIONS	OpenTable	Booking widget otvisit() loaded on all 6 location pages
MARKETING / EMAIL	Klaviyo	Klaviyo onsite.js + signup form on homepage footer
DELIVERY MARKETPLACES	DoorDash + Uber Eats	Both storefronts live and listed on the site's "Order Delivery" menu
PAID ADS	Meta — active	2 active creatives in Meta Ad Library (page Harbor & Vine), running >14 days
POS (INFERRED)	Legacy / mixed	No unified Toast fingerprint; ordering, booking, and marketing run on separate vendors

DISPLACEMENT OPPORTUNITY

- **Four vendors, one guest.** Ordering (Popmenu), reservations (OpenTable), email (Klaviyo), and two marketplaces run as disconnected silos, so no single view of the guest exists across the 6 locations.
- **Marketplace margin leak.** DoorDash + Uber Eats are the only delivery paths, paying 15-30% per order with commission-free first-party ordering left on the table.
- **Paying to advertise, not to convert.** Active Meta spend drives traffic into a fragmented stack instead of an owned ordering + loyalty flow that recaptures repeat visits.

PRIORITY SCORE



High-fit consolidation target: 6 locations, four separable vendors, active paid spend, and marketplace-only delivery. Strong first-party ordering and loyalty upside with a clear displacement narrative.

SANDLER OUTREACH HOOK

COLD-OPEN TALK TRACK

I noticed Harbor & Vine is running Meta ads right now that point guests to a Popmenu ordering page, while reservations sit over on OpenTable and your email lives in Klaviyo. A lot of the 6-location groups I talk to tell me that stitching those four tools together is where the guest data quietly falls through the cracks. I'm not sure it's even a problem worth your time yet, and it may not be. Would it be crazy to spend ten minutes seeing whether that ad spend is actually turning into repeat visits, or just into DoorDash orders you're paying commission on?