

Meet Your Spirit Consumers

Today's consumers seek visual cues - packaging that aligns with their preferences for spirit brands demonstrating purpose, wellness, convenience, and premiumization.

By understanding the intricacies that influence the purchasing behavior of each spirit consumer group, and recognizing the role packaging plays, spirit brands can gain a competitive advantage in the marketplace and brand loyalty.

Purpose-Led

Prioritization of brands with an authentic purpose, one in which a connection is created on a human level between the product and the consumer.

WHAT DO THEY VALUE?

This consumer values sustainability, diversity, and inclusion.

WHAT ARE THEY BUYING?

Products from brands that go a step further and communicate on-pack the positive impact their practices have on the communities or ecosystems in which they originate.

HOW IS IT PACKAGED?

Recycled, recyclable or reduced material formats with on-pack messaging communicating the brand's story from the sourcing of the ingredients to the considerations for packaging.



Paper-based bottle is shown with concept artwork. Learn more about the offering [here](#).

Learn more about our full line of eco-base glass solutions [here](#).



TricorBraun Success Story
[Hennessy Rum Company](#)

Premium-Driven

A focus on superior product

WHAT DO THEY VALUE?

Quality, whether in story, ingredient, or process.

WHAT ARE THEY BUYING?

Products and packaging that convey an emotional link to status, quality, or heritage.

HOW IS IT PACKAGED?

Premium package formats that utilize unique shapes, print application or closure details to showcase the product.

Convenience-Oriented

While driven by convenience, they also prioritize experiences and seek to explore new options and opportunities to indulge.

WHAT DO THEY VALUE?

Formats tailored to consumption location. Convenient options to try new flavors, varieties, and brands. The ability to indulge in pre-mixed options.

WHAT ARE THEY BUYING?

Single-serve and value-sized options based on consumption location or desired experience.

HOW IS IT PACKAGED?

Lightweight options such as aluminum and plastic support portability. Value-sized offerings are often packaged in plastic with ergonomics built into the design. Glass continues to resonate as premium.



TricorBraun Success Story
[Stateside Vodka](#)



TricorBraun Success Story
[Mocktails](#)

Wellness-Focused

Focused on balance. Thirsty for options that decrease alcohol consumption, without abandoning traditional spirit products either. A preference for variety over a strict no-alcohol diet.

WHAT DO THEY VALUE?

This consumer values mindful consumption alongside opportunities for indulgence.

WHAT ARE THEY BUYING?

Products that make flexibility part of the offering through unit sizes or ABV levels, as well as alternative ingredients.

HOW IS IT PACKAGED?

Single-serve and ready-to-drink formats are common in package substrates ranging from glass to plastic to aluminum. On-pack ABV and ingredient callouts communicating differentiation from industry norms.

Raise the bar with TricorBraun's tailored [spirits packaging](#) and unmatched service.

At TricorBraun, we understand the integral role packaging plays, whether you're launching a new product or rebranding an existing one. As your trusted packaging partner, we are committed to providing a reliable supply of cost-effective, quality packaging solutions across material substrates, sizes and sustainable solutions. **Together, we commercial packaging the resonates with consumers, drives brand loyalty, and increases your bottom line.**

Let's talk packaging!

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