

# MEET *your* SPIRITS CONSUMERS

Consumers are looking for visual cues – packaging that aligns with preferences for natural ingredients and craft production to help them make decisions at shelf. Spirits brands must provide products and experiences that address consumer cravings for craft qualities (hand-picked, artisanal and authentic) and their eagerness to learn about spirits through labeling, discovery kits and websites. Tap into consumer profiling below for insight into lifestyle, desires and preferences plus current and frequently used packaging formats.



*the*  
**HISTORIAN**  
Origin stories reign supreme

- WHO ARE THEY?**  
Insatiable curiosity about the story behind the products they buy.
- WHAT ARE THEY LOOKING FOR?**  
Authenticity and transparency regarding ingredients and their origin.
- WHAT ARE THEY BUYING?**  
Small batch, hand-crafted and artisanal spirits from family-owned companies.
- HOW IS IT PACKAGED?**  
Classic, ornate and retro style bottles. DIY distilling kits for a truly handcrafted, “behind-the-scenes” experience.



*the*  
**SOCIALITE**  
The party is wherever they are

- WHO ARE THEY?**  
Young, vibrant and on-the-go. At a music festival or outdoor gathering near you.
- WHAT ARE THEY LOOKING FOR?**  
Branded experiences (pop-up stores) and Instagram-worthy moments.
- WHAT ARE THEY BUYING?**  
Ready-to-drink and single-serve.
- HOW IS IT PACKAGED?**  
Portable, single-serve cans, plastic and flexibles allow them to take their drinks where glass may not be allowed.



*the*  
**MERRYMAKER**  
Hostess with the mostest

- WHO ARE THEY?**  
Serial entertainers with a knack for styling and stocking a well-curated bar cart.
- WHAT ARE THEY LOOKING FOR?**  
Beautiful, display-worthy spirits that fit in with their home decor.
- WHAT ARE THEY BUYING?**  
Giftable cocktail sets, matching bar accessories and seasonal drinks.
- HOW IS IT PACKAGED?**  
Showpiece and novelty packaging, unboxable cocktail sets packed with surprising ingredient combinations for custom-crafted drinks.



*the*  
**NATURALIST**  
Farm-to-table meets farm-to-glass

- WHO ARE THEY?**  
Health-conscious and ingredient-savvy. No stranger to juice bars. The spirits equivalent of a foodie.
- WHAT ARE THEY LOOKING FOR?**  
Local, seasonal ingredients; “super-foods” like turmeric, coconut water and cardamom.
- WHAT ARE THEY BUYING?**  
Spirits with a “healthy” twist like rose water mixers and liver-friendly vodka.
- HOW IS IT PACKAGED?**  
Wellness-inspired graphics, apothecary-style bottle with sleek, simple designs.



*the*  
**CONNOISSEUR**  
They are what they drink

- WHO ARE THEY?**  
Experienced spirits buyers with finely-tuned palettes, fully-stocked in-home bars and big budgets.
- WHAT ARE THEY LOOKING FOR?**  
Top shelf quality, luxury and exclusivity.
- WHAT ARE THEY BUYING?**  
Premium, limited, collector’s or special edition releases; rare spirits.
- HOW IS IT PACKAGED?**  
Multi-layered packaging for the ultimate unboxing experience with tactile effects, hand-applied decoration and special edition designs to commemorate important events or causes.



*the*  
**EXPLORER**  
They will try anything once

- WHO ARE THEY?**  
Neophiles with a taste for craft and desire for experiences.
- WHAT ARE THEY LOOKING FOR?**  
Personalization and an interest in unusual flavor infusions like jasmine, elderflower and cannabis.
- WHAT ARE THEY BUYING?**  
Direct-to-consumer spirits’ subscriptions and single-serve trial kits.
- HOW IS IT PACKAGED?**  
Small vials or bottles for trialing and mixing with secondary product packaging inserts that promote and educate.

