

FilthyFoods Strategy Research

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Filthy Food Overview

Company & Products/Services

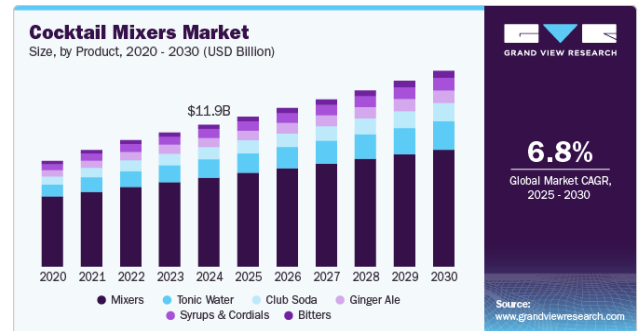
Daniel Singer and his brother Marc founded Filthy Foods in 2007. Daniel's passion for cocktails inspired the company. He was concerned about the lack of care and quality in the garnishes commonly used for cocktails (Filthy Foods, n.d.).

Filthy Foods defines itself as "The Filthy Difference." Their mission is rooted in the belief that it is the little details in life that make a big difference in creating pleasurable experiences. With that being said, Filthy Foods is dedicated to enhancing your favorite drinks by providing high-quality, organic garnishes that elevate the flavor, presentation, and overall experience your cocktail deserves. Filthy Foods promises its customers premium garnishes that not only taste better but also make every cocktail a more refined and enjoyable experience. (Filthy Foods, n.d.)

In addition to their signature garnishes, the company also offers a variety of related products within the alcohol and cocktail market. These products consist of mixers, syrups, cocktail rimmers, barware, and cocktail creation kits. Lastly, Filthy offers ready-to-drink cocktail mixers, providing a convenient solution for anyone who wants to enjoy a high-quality cocktail without the complexity and hassle of mixing one from scratch. (Filthy Foods, n.d.)

Competitive Landscape and Industry

Filthy Foods operates in a niche market consisting of premium cocktail garnishes and high-quality alcohol mixers. However, the industry has been growing significantly within the past couple of years. This is a result of the shift in consumer behavior as at-home alcohol consumption is on the rise. The industry is expected to continue growing in the coming years, with an estimated annual growth rate of 6.8%, according to a 2023 analysis report by Grand View Research.



It is crucial to keep in mind, however, that Filthy is not the only brand in this fast-growing market. Although it is a niche market, there are still key competitors within this industry.

Luxardo

- One of the most prominent competitors within the premium garnish market.
- Well known for its luxury maraschino cherries and other high-end cocktail ingredients.
- Strong brand reputation, highly recognized for quality and legacy.

Stirrings

- Produces premium cocktail mixers, bitters, and garnishes.
- Holds a wide distribution network.
- Appeals to both consumers and bartenders with high-quality and easy-to-use mixers.

Fee Brothers

- Well known for its wide range of cocktail bitters, syrups, mixers, and garnishes.
- Obtains a broad product portfolio and holds deep industry connections.
- Can be considered a strong competitor in the mixers and bitters category

Marketing and Advertising Strategies of Filthy Food:

Digital and Social Media: Filthy Food has very appealing social media. They pay attention to detail when advertising their products on all their social media platforms. They use content that highlights their garnishes' high quality. For example, their Instagram profile is focused on showcasing their product in a unique way that captures the attention of potential consumers. Essentially, their social media outlets act as an extension of who they are as a brand.

Focus on Quality: Their advertising and marketing ensure that their garnishes and products are carefully chosen. They pay attention to detail when it comes to selecting premium flavors for their products. For example, they frequently emphasize that the cherries are infused with a distinct flavor, which adds a premium and rich taste that reinforces the refinement of the product. This is for individuals who care about quality and taste and want to have more than just a simple cocktail; they want an experience.

Hypothesis

Young adults in their early 20s, typically college juniors and seniors, prioritize convenience, price, and alcoholic effect over flavor when choosing an alcoholic beverage. We believe they favor simpler, more accessible options over sophisticated cocktails.

Filthy Food Existing Target Consumer

Filthy Food's target audience is those who respect refinement, elegance, and experience. They are cocktail connoisseurs who value high-quality, premium garnishes that can enhance their drinks. These adults aged 25 to 45 with a moderate to high income want a premium bar experience at home. In terms of alcoholic beverages, this group prioritizes uniqueness, quality, and flavor.

Research Methodology

Overview: Our research consists of gathering primary and secondary data while using quantitative and qualitative methods. We gathered online data for secondary research but also primarily used qualitative research. This consisted of conducting on-campus interviews with active college students. The focus behind this was to explore the abundance of drink preferences enjoyed by students and to better understand our target demographic. Our Primary study is centered on qualitative methods that allow us to gather information coming directly from our target demographic, in this case, college students. Our secondary research focused on the cocktail garnish and alcohol mixer industries, which are rapidly growing each year. This growth presents an opportunity for Filthy Foods to expand into new target audiences.

Primary research: We attended social events such as tailgates and football games. From this, we observed our target demographic's preferred drink choices and analyzed how they interacted with the different alcohol options available. Through observation, it was prevalent that these students favored drinks such as beer and seltzers over the other options available. We concluded that this was mainly because they were the quickest and easiest options to use in this social environment.

While conducting these observations, we decided to also interview individuals to understand the preference of our target persona, college students between the ages of 21-25. This interview consisted of 3 questions:

"What influences your choice of alcohol?"

"Do you know about the brand Filthy Food?"

"Do you prefer canned alcohol or cocktails?"

These questions helped us gain deeper insights into college students' preferences and how the ready-to-drink cocktail market is viewed in this context. Most responses indicated that these individuals preferred a budget-friendly and convenient option over cocktails. Additionally, when asked about Filthy Foods, they needed to be made aware of the brand and its offerings. We also showed them the brand's social media along with their product offerings and received a variety of positive reactions. This is a clear indicator that Filthy Foods has a grand opportunity with this new target consumer.

Secondary Research: Regardless of the social environment, college students have always leaned towards the easier and faster alternative. Beer and seltzers are among the most common options, according to a study by the Australian Institute of Health and Welfare in 2023. The study states, “For females aged 18–24, pre-mixed spirits were also the most common choice for an alcoholic drink (48%), followed by bottled spirits and liqueurs (26%). For males aged 18–24, regular strength beer was the most common choice (36%), followed by pre-mixed spirits (24%)” (Australian Institute of Health and Welfare [AIHW], n.d.). This study clearly shows how college students lean towards simple and efficient alternatives when presented with alcohol.

Filthy Foods’ Ready-to-Drink (RTD) cocktail mixers saw significant growth during the COVID-19 pandemic. The rise of at-home alcohol consumption mainly drove this. As social gatherings moved indoors, consumers turned to convenient, high-quality cocktail options. As a result, Filthy’s RTD products gained significant traction. COVID-19 ultimately persuaded consumers to try this product variation, which eventually gained positive reactions. The demand for RTD cocktails has steadily increased ever since.

According to Grand View Research Reports, the market is estimated at USD 3.21 billion in 2024. It is projected to grow at a CAGR of 15.4% from 2025 to 2030 (Grand View Research, 2023). However, is this enough so that college students can shift their attention to RTD cocktails? College students seek new alcohol options, not just beer or seltzers. The younger generations are open to what is new and will probably switch their preference for drinking in the upcoming years.

Research Summary: Combining these primary and secondary research methods provided a broader understanding of how college students perceive cocktail garnishes. It also gave insights into their views on the ready-to-drink cocktails that Filthy Foods offers. The qualitative data gathered through interviews and observations was fundamental in forming a view of their motivations. The secondary research provided sufficient data to support our hypothesis. This methodology gave us a more comprehensive view of the information we needed to understand our target consumers' preferences. Overall, the combination of research methods used provides us with a solid basis to shape Filthy Food’s strategy so that it best resonates with college students.

Strategy

Analyzing and gathering what we found in our research is our recommendation for Filthy Food. As we know, college students prioritize convenience and budget over premium and luxury alcoholic drinks. We want to target male college students aged 21-25 who feel cocktails need to be simplified and would instead go for more straightforward alcohol options, such as beer. Filthy Food can reach this audience by recruiting campus ambassadors who can promote their products during on-campus social events. By doing this, the brand ambassador would receive discounts. Ambassadors can hand out samples and incite buzz between peers. By doing this, college students learn more about the brand, which is the main objective.

We recommend that Filthy Foods focus on platforms like Instagram, Snapchat, and TikTok, which are the top social media channels used by college students today. Filthy should adjust its social media to appeal more to college students. We also recommend partnering with micro-influencers in the college space who can showcase the product on these social media platforms. This would demonstrate to their audience how easy and affordable it is to enjoy a great cocktail. We will ensure that the micro-influencers we hire are 50% men and 50% women to experiment with this strategy and see if

our target consumer engages more with one than the other. This strategy can resonate strongly with our target consumer by positioning Filthy Foods as a simple, affordable, and ready-to-drink option for college students. It highlights the brand's appeal as an everyday choice that doesn't compromise on quality. By emphasizing how Filthy understands the challenges of being a student on a budget, it provides an alternative to overpriced \$30 cocktails.

Another recommendation for Filthy Foods is partnering with media outlets like Barstool Sports. By partnering with Barstool Sports, which has a massive following among college students, Filthy can position itself amongst the target consumers. Filthy Foods can also partner with famous TV personalities, such as Pat McAfee, to promote their products on his well-known show, *The Pat McAfee Show*. By doing this, filthy's brand awareness will significantly increase among college males. Lastly, since tailgates constitute a significant event at state schools, Filthy Foods should set up tents to hand out free samples of their RTD cocktails to 21+ students.

Target Consumer: The Effortless Entertainer

Name: Noah Bennet

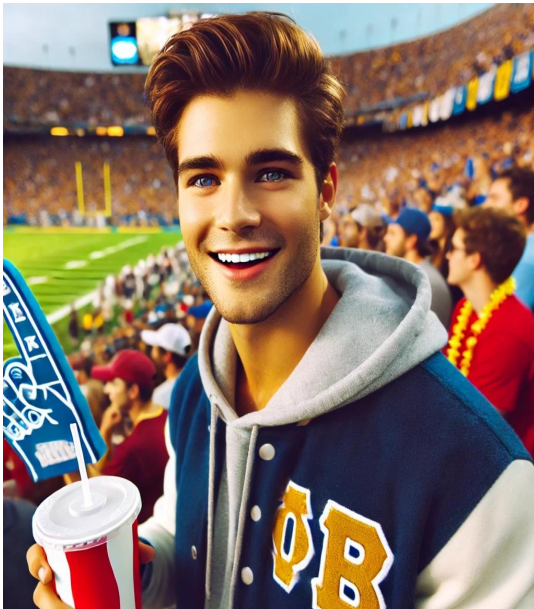
Age: 22

Location: Miami, Florida

Education: University of Miami

Occupation: Receptionist for The Herbert School of Business

Location: Miami, Florida



Values

- Simplicity
- Affordability
- Social Connection
- Independence & Freedom
- Practicality

Needs

- Time management & Flexibility
- Stress Relief (downtime)
- Affordable, convenient products & services

Lifestyle

- Outgoing & Social
- Approachable
- Simplistic
- Value-oriented

Noah Bennet, better known as the effortless entertainer, was brought up by a middle to a slightly upper-class family. He grew up comfortably in the suburbs of New Jersey and holds a laid-back but socially active vibe. He resides in a subtle, cheap, and calm neighborhood about 30 minutes away from campus. The long drive does not faze him due to the cheap rent and being able to live with his fraternity brothers. His living situation is a perfect representation of his personality type. It perfectly reflects his simple, practical, budget-conscious, and social self. For the typical student at UM, who might be living in a \$2,000-a-month apartment in Coral Gables, luxury or complexity isn't a

priority for Noah. He values having the space and freedom to host friends, study, and have fun while keeping everything low-effort and convenient.

Although Noah enjoys the simpler things in life, he is still known for his outgoing and charismatic personality. Balancing his responsibilities as a finance major, fraternity member, and on-campus employee can sometimes be a challenge. He likes to unwind from his hectic week by going out with friends on the weekends. However, living in Miami and managing his living expenses, he prioritizes affordability and convenience.

OIIC

Objective: Increase sales among effortless entertainers in college aged 21-23 by 30% within the next 2 years.

Reasoning: College students generally hold a warm relationship with alcohol. Alcohol consumption is highly prevalent among college students, often integrated into their social lives and weekly routines. Although these consumers are familiar with the product, they are dealt with a wide variety of options. The alcohol industry is incredibly vast and has tapped into a variety of consumer segments. For a college student just reaching the legal drinking age, deciding on a specific beverage can feel both intimidating and overwhelming due to the abundance of options available. Our primary business objective focuses on attracting younger college consumers who are of legal drinking age. These consumers are typically juniors, seniors, and graduate students, often involved in fraternities or diverse social circles, and can better be categorized as Effortless Entertainers.

Issue: Effortless entertainers hold a negative perception towards cocktails, perceiving them as complicated and expensive

Reasoning: The effortless entertainers are at a point in their lives where they must be hyper-aware of expenses and daily costs. Some of these individuals are on tight budgets provided by their parents, while others are responsible for supporting themselves. Many of these students also work part-time, managing jobs like on-campus positions, waiting tables, internships (paid or unpaid), or small side gigs such as DoorDash or GoPuff alongside their studies. This results in conscious spending and prioritizing cost-efficient alternatives.

Simplicity is another major factor highly favored by effortless entertainers. Given their youthful age, they might find cocktails too complex to understand with their variety of options and ingredients. Making cocktails also poses issues of time consumption, cost of ingredients, and overall complexity. As a result, students often prefer purchasing a case of beer or seltzer over a costly, time-consuming cocktail. Overall, versatility and efficiency are pivotal factors this target consumer prioritizes.

Insight: “Honestly, when I hear the word cocktail, I think of a 30-dollar drink that will take like 10 minutes to make and will MAYBE get you slightly buzzed” -Pedro Torres PIKAPP at the University of Florida

Reasoning: College students hold different values and priorities when it comes to alcohol compared to other segment groups. For the effortless entertainer, key factors in choosing alcohol consist of versatility, efficiency, and effectiveness, often driven by a "will it get the job done?" mentality. They prioritize drinks that can be easily made or purchased at an affordable price and deliver the desirable intoxicating results. This insight is essential for Filthy Food to utilize its brand and RTD pouches to best fulfill the needs of the target consumer.

Challenge: Change the perception of the Effortless Entertainer regarding cocktails, shifting their view from seeing them as expensive and complex to recognizing them as affordable and versatile.

Reasoning: To effectively change the negative perceptions surrounding cocktails, it is essential to educate the effortless entertainer about Filthy Foods and the variety of products they offer. The main criticism regarding cocktails is often rooted in their price and complexity. Raising awareness of the brand and its convenient offerings can help dispel the negative associations the target consumer has. Filthy Foods provides convenient solutions, such as pre-made margarita mixes, ready-to-serve cocktails, and starter packs, which simplify the cocktail experience and make it more affordable and approachable. This shift in perception can help the target consumer see cocktails as easy, affordable, and fun rather than complicated or overpriced.

Although it may seem simple, shifting the effortless entertainer's perception of cocktails will be challenging. This is mainly because the target consumer is younger, less focused on sophistication, and more price-sensitive compared to the existing market segments. The brand's existing consumer base consists of older individuals who are more mature and sophisticated, appreciating high taste and quality. Tailoring the brand's product offering to fulfill the needs of the target consumer while also maintaining a balance will be essential in keeping Filthy's brand reputation intact. For the effortless entertainer, a cocktail isn't about luxury or craft; it's about having something that gets the job done without denting the wallet.

Creative Brief

Context/situation: Filthy Foods is best known for its high-quality, organic garnishes, establishing a strong presence in the premium cocktail market. The brand is also known for its unique approach to enhancing every consumer's cocktail experience. They take pride in fixating on perfection and quality, which creates "The Filthy Difference." Aside from offering garnishes, Filthy also offers ready-to-drink (RTD) cocktail mixers and cocktail creation kits. These products provide consumers with a convenient and efficient way to enjoy high-quality cocktails. With the surge in at-home alcohol consumption in recent years, there is significant market potential for Filthy to further focus on expanding its RTD offerings and pre-made cocktail kits.

Objective, measurement of results: Our main objective is to increase sales among college students (effortless entertainers) aged 21-23 by 30% within the next two years. Based on the massive success Filthy has seen in the RTD and pre-made kits category, we believe there is an untapped market within this potential target consumer. Alcohol consumption is also very prevalent in college. It is crucial to target this consumer in a way that allows Filthy to stand out among the abundance of alcoholic beverage choices available.

Target Consumer: Noah Bennet, the effortless entertainer, grew up in a middle-class family in the suburbs of New Jersey. He lives in an affordable, laid-back neighborhood 30 minutes from campus, reflecting his simple, practical, and social personality. Unlike typical UM students living in expensive apartments, Noah values affordability, convenience, and space to host friends. As a finance major, fraternity member, and on-campus employee, he balances a busy schedule but prioritizes low-effort

ways to unwind, like going out with friends on weekends. Despite his love for simplicity, he's known for his outgoing and charismatic personality.

Issue: Effortless entertainers have a negative perception of cocktails, perceiving them as complicated and expensive. They are at a stage in their lives where they must be hyper-aware of expenses, daily costs, and efficiency. However, they still have a youthful mindset, prioritizing convenience and versatility when participating in social events.

Insight: Effortless entertainers hold different values and priorities when it comes to alcohol compared to other segment groups. For the effortless entertainer, key factors in choosing alcohol consist of versatility, efficiency, and effectiveness, often driven by a "will it get the job done?" mentality. They prioritize drinks that can be easily made or purchased at an affordable price and deliver the desirable intoxicating results.

Challenge: The main challenge is to change the effortless entertainer's perception of cocktails without hurting Filthy's brand image and reputation.

Mandatories:

- Create appealing videos promoting Filthy Food's products on TikTok, Snapchat, and Instagram because these are college students' top social media platforms.
- Develop a campaign that includes relatable content for effortless entertainers, which creates a feeling of approachability.
- Partner with RedCup Miami and sell the products at the campus bar. This way, effortless entertainers can have faster and easier access to the products.
- Showcase Filthy Foods in college settings, such as football games or tailgates. Use the University colors to grab attention.
- Host small sampling events at the campus bars.

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