



# BRAND BLUEPRINT



High Noon Sun Sips offers vodka-based cocktails made with real juice and sparkling water, providing a refreshing, low-calorie option with natural ingredients.



Direct:

White Claw

Nutri

Indirect:

Carbliss

Truly

Kirkland

Corona

## COMPETITORS

## FEATURES

- Made with real vodka and real juice.
- Low-calorie, only 100 calories per can.
- Gluten-free and no added sugar.
- Available in a variety of flavors like watermelon, pineapple, and peach.
- Portable and perfect for outdoor events.



## BENIFITS

- Healthier alternative to sugary cocktails or beer.
- Convenient, premium cocktails without a bartender.
- Ideal for social gatherings with fresh, flavorful drinks.
- Appeals to health-conscious drinkers who value taste and quality.
- Portable for beach trips, barbecues, or poolside fun.

## POSITIONING & PERSONA

- Adventurous and loves to try new things.
- Health-conscious but not willing to sacrifice taste or fun.
- Social butterfly who thrives in outdoor, sun-soaked environments.
- Values convenience but expects premium quality.
- Fun, trendy, and energetic.

Dave Portnoy



For health-conscious, social drinkers aged 25-35, High Noon is the vodka-based canned cocktail that offers premium, refreshing flavors made with real ingredients for an elevated on-the-go experience.

## TARGET AUDIENCE

### Primary:

#### Demographics:

- Age: 25-35 years old
- Gender: Mostly female but appealing to males as well
- Location: Urban dwellers in metropolitan areas
- Income: Middle to upper-middle class

#### Psychographics:

- Values convenience and quality.
- Health-conscious, prefers low-calorie, natural ingredients.
- Social, enjoys outdoor activities.
- Loves trendy, Instagram-worthy products.
- Chooses premium, affordable options for social events.

### Secondary:

#### Demographics:

- Age: 21-24 years old
- Location: College towns and suburban areas

#### Psychographics:

- Enjoys experimenting with new, trendy products.
- Focuses on fun, social drinking occasions like tailgating and house parties.
- Prefers easy-to-drink, refreshing options with a low alcohol content.



# REFERENCES:

- Jonah Flicker. (January 8, 2024). High Noon's Hard Seltzer Is Now the Best Selling Spirit in the U.S. Robb Report. [Link](#).
- Jordan Valinsky. (March 1, 2023). Exclusive: High Noon, the top-selling canned cocktail, is expanding beyond vodka. CNN Business. [Link](#).
- PRNewswire. (May 6, 2024). High Noon unveils its first-ever premium hard tea offering. [Link](#).
- <https://www.highnoonspirits.com/>