



Mudsock Marketing



INDIANA
HAMILTON SOUTHEASTERN
IN0300
2023

PRODUCT & CLIENT STATUS

The number of wineries in the U.S. grew four and a half times from the year 2001 to 2020. Many Americans enjoy the nostalgia and experience of going to a local winery or brewery. Being able to see kegs in house, witness fresh products poured before their eyes, take a tour and have a tasting. Going to locally owned wineries and breweries has an appeal for drinking customers. With a dream of putting his biochemistry degree to use, Indiana University alumni, Noah Herron decided to give customers this exact experience and opened Urban Vines, a local winery and brewery in Westfield, Indiana. Urban Vines currently brews and distributes small batches of beer and wine, with fresh and local ingredients. Guests can enjoy wine and beer, live music, indoor seating, food, wine club opportunities, seasonal alcohol, drinking igloos, fire-pits, and more. With the desire to expand company growth and the demand for local winery and brewery products, the Mudsock Marketing Team is proposing that Urban Vines markets a mobile bar. Most local wineries and breweries do not have mobile bar services. Majority of mobile bar services in the Indianapolis area function as separate bar businesses from wineries and breweries. Urban Sips Mobile Bar is going to highlight Urban Vines' local and high-quality products, while giving guests the most inviting and convenient alcoholic experience for any event. Having a mobile bar in the Indianapolis area will add a competitive edge for Urban Vines since they can market their product anywhere and everywhere the mobile bar goes.



MARKET ANALYSIS

CLIENT STATUS IN CURRENT MARKET

Urban Vines bloomed from owner Noah Herron's previously existing business, Urban Farmer, a company he started in 2009 that ships gardening seeds across the county. With a desire and passion for making his own wine, Herron decided to open his very own winery and vineyard in Westfield, Indiana. But there was one problem. In 2016, there was limited land for sale in Westfield, and Noah had to contact 20 people the old-fashioned way--by writing letters. Eventually, Noah found just what he was looking for and opened Westfield's first winery, Urban Vines. Currently, Urban Vines serves a wide variety of wines and beers with all natural ingredients and no artificial additives. Urban Vines suits every type of drinker, from dry to sweet, and also has a specialty selection of beer. Unlike other wineries, Urban Vines' creations, such as their Cotton Candy and Peanut Butter and Jelly wines, set them apart from other wineries, making them one of the best in the Indianapolis area. Their abundant selection of wines and aesthetic atmosphere caters to a wide variety of customers, but the main demographic seen in their client base over the past few years has been younger men and women, ages 25-40, and families with children. They also have a specific group of customers who purchase their products for weddings. This demographic is typically women ages 50-70 and younger men and women ages 25-35. Currently, Urban Vines is looking to bolster and spread their business to satisfy an increasing industry demand for conveniently catered alcohol at outdoor weddings. Urban Vines' current marketing strategies include an informative website, active social media platforms, and email blasts for their wine club members. Urban Vines' repeat customers and word-of-mouth strategies are steady ways they draw in clients.



INDUSTRY TRENDS

Outdoor Weddings: The popularity of weddings has grown increasingly in 2023. There has been an increase of engaged couples seeking outdoor weddings in recent years. the popularity to celebrate the wedding ceremony outside or partially outside increased from 57 percent in 2019 to 68 percent in 2020. Pinterest reported a 190% increase in “small back garden wedding” searches. (Moonlight, 2023)

Alcohol Consumption at Weddings: Guests at weddings typically drink one alcoholic beverage per hour. Conditions like warm weather may have guests drinking 1.5 drinks per hour. 40% of wedding guests typically drink beer and 60% typically drink wine. (theKnot, 2023)

Local buyers: Buying local is an upturning trend. 56% of customers now shop at neighborhood retailers or purchase local products. 75% of consumers expect to purchase more locally in the coming year. Around \$3.69 trillion were spent at local stores in 2022 and 70% of consumers shop locally to boost the economy. (Capital One, 2023)

Prices of Alcohol: “The average cost of an open bar at a wedding is \$3,406. This is based on a 131-person guest list at the typical price of \$20/guest.” (Wayfair weddings, 2020)

BUYER PROFILE & BEHAVIOR

The Mudsock Marketing team has thoroughly considered what demographic of people will represent the buyer profile that best fits the Urban Sips Mobile Bar. In addition to the demand for more authentic and interesting venues, people are seeking high-quality, craft-beverages; opposed to buckets of beer, cheap wine or whatever the rental location has on hand. The determined target markets we have landed on are young men and women ages 25-35 who are engaged in the state of Indiana and planning their wedding as well as older women ages 50-70 who have children, nieces and nephews, or family friends ages 25-35 who are engaged and planning to have a wedding. Our selected target market’s buying behavior, decision making process, and reasoning is detailed below.

BUYING ROLES	BUYING BEHAVIOR	BUYERS		VALIDATION
		ENGAGED COUPLES	PARENTS OF COUPLES	
INDICATOR	Identifies a need or want for product.	✗		Customers are looking for alcohol vending options
INFLUENCER	Personal preference & opinions impact purchase	✗	✗	Customers know what they want and need; understand convenience and quality products
DECIDER	Makes final decision to employ Urban Sips	✗	✗	Customers know that Urban Sips will provide them with all their needs
BUYER	The person who has the authority to purchase product	✗	✗	Customers want to purchase an alcohol service for weddings
USER	The people who consume products.	✗	✗	Customers want to consume Urban Sips specialty products
GATEKEEPER	The person controlling information about purchasing a product.	✗	✗	Both buyers have the ability to control information from the decider, the decider will most likely change for each event.

SWOT ANALYSIS

While Urban Sips Mobile Bar offers a unique service, there are other companies in the area that also offer alcohol and mobile bars. To help separate Urban Sips from its competition, we’ve analyzed the three main competing companies’ SWOT. 21st Amendment Wine and Spirits doesn’t offer a mobile bar but is a popular source of alcohol. Vino Mobile Bar and Poured to Perfection are mobile bars in central Indiana that offer mobile bar services. These competitors are in a similar industry, yet all three lack the local products and convenience that Urban Sips mobile bar provides.

SWOT



21ST AMENDMENT

- 20 Indiana locations
- Large selection
- No mark-up price for alcohol.

- No bartending service
- Additional fee for pump kegs

- Expand pick up and catering options
- Better social media

- Local businesses with loyal customers
- Local wineries and breweries
- Host would have to provide a licensed bartender
- Certain wedding venues do not let customers provide their own alcohol



VINO MOBILE BAR

- Offers 3 bar services
- Serves all of Indiana
- Has 2 mobile bars
- Custom packages

- Van does not have aesthetic
- No locally branded wine

- Create an app
- Better social media

- Local wineries and breweries offering similar services
- Not offering local products



POURED TO PERFECTION

- Wide variety of services and bartending options
- Different types of mobile bars

- Customer has to supply alcohol
- Have variety of services which can be confusing and hard to market
- Charges for mobile bar hookup

- Create set packages
- Use Instagram

- Certain venues do not let customers provide their own alcohol
- Not having convenient packages



URBAN SIPS

- Sells Urban Vines specialty products
- Located in a popular area
- Established customer base
- Fully functional bar
- Different packages offered

- Only local to the Central Indianapolis
- Only one mobile bar
- Only serves Urban Vines products

- Create an app for bookings and info
- Attend target market events
- Promote the mobile bar at the winery and bolster social media and ads

- Online catering companies
- Chain and liquor stores
- Similar businesses with mobile bar services

PRIMARY RESEARCH RESULTS

A survey was conducted on the current trends and popularity of alcohol at events. Primary research results were compiled with 190 total individuals ranging from ages 21-60 across the central Indiana area. These surveys were published on Urban Vines and Mudsock Marketing social media platforms. Mudsock Marketing was able to conclude that out of the surveyed individuals, 53% of people are more likely to drink wine at events and 47% prefer to drink beer. 60% of people preferred local products as opposed to the 40% who preferred domestic. Additionally, the survey found that the average surveyed individual drank 2 glasses of their preferred beverage at events. When asked to select all the events they would drink alcoholic beverages at, of the surveyed individuals who consume alcohol, 100% of people said weddings, 89% said anniversary parties, 79% said birthday parties, 74% said bridal showers, and 53% said graduation parties and community fundraisers.

FOCUS GROUP

A focus group was compiled consisting of six brides that are planning to have an open bar at their weddings. One bride stated, "When planning my wedding one of the most stressful aspects of it was planning what types of drinks I'd be serving. It was hard to find an option that was very hands off for me as the bride." All respondents stated how they appreciated the convenience of hiring Urban Sips and saw it as a big amount of stress lifted off of their shoulders. Additionally, they enjoyed the menu options and that cocktails and slushies were offered in some of the available packages. All six brides thought that package options and pricing were very competitive with the other vendors they have seen.

MISSION STATEMENT

Urban Vines is committed to giving its customers the best drinking experience, whether that's in person, at our winery, or on the go with our mobile bar, Urban Sips. Our company only uses simple, natural ingredients for the best tasting and intentional products. Urban Sips mobile bar will allow customers a hassle-free service so they have the freedom to sip and go.

KEY PLANNING ASSUMPTIONS

- 1. Wedding Reception Popularity.** *Validation:* In 2023, weddings are predicted to return to pre-COVID levels with nearly 2.1 million wedding receptions.
- 2. The Desire for Alcohol at Weddings.** *Validation:* Professional surveys found 53% of Americans prefer alcohol to be served at weddings over dry weddings.
- 3. Consumers Desire to Buy Local.** *Validation:* 91% of consumers shop local at least once per week and in Indiana, local retailers made around \$7.61 million in 2022 annual sales.

SHORT & LONG TERM GOALS

Goal	2024	2025	2026
Social Media Growth	Gain 400 followers on platforms	Grow followers by 20% (480 total)	Grow followers by 20% (576 total)
Total Wedding Sales	20 weddings	30 weddings	40 weddings
Bridal Expo Direct Sales	5 sales	7 sales	10 sales

Long Term Goals

By 2028 Urban Sips will have 2 mobile bars and be able to attend 65 weddings throughout the fiscal year.

By 2028 Urban Sips will be partnered with 10 outdoor wedding venues in the Indianapolis area as one of their preferred alcohol vendors.

TARGET MARKET

- Primary Target Market:** Young women and men ages 25-35 who are engaged in the state of Indiana and planning their wedding
- Secondary Target Market:** Women ages 50-70 who have children, nieces and nephews, or family friends ages 25-35 who are engaged and planning to have a wedding



STRATEGIES AND ACTION PLAN

Product –Urban Sips is a friendly and inviting open bar that is planted inside a trailer with the ability to travel to different wedding venues. This mobile bar serves Urban Vines products at all events with a licensed bartender to help serve drinks to customers, as well as an extra staff member who ensures products are stocked and assists with bartending when needed. Urban Sips mobile bar will offer 3 bar packages, with availability to be customized upon client request through the customer "stock your trailer" session, where clients can taste wines and beers to decide which selections they want at their event. Once clients have purchased Urban Sips services, they will receive a thank you gift including 2 bottles of wine, a charcuterie board for two, two Urban Vines wine glasses, and a thank you card. Urban Sips services come fully loaded, including everything customers need to have Urban Vines products served at their event.

Price- Urban Sips will offer three customizable bar packages that includes a "stock your trailer session" & all amenities. **Validation:** This pricing was landed on for these packages due to all the amenities provided, the cost of the trailer, and transportation. All packages are based on a two hour serving period for 100 guests. Customers have the opportunity to customize their bar package by increasing the guest count and increasing the two hour serving period.

	Package	Price	Serves	Drink Options	All Packages Include
 1	Package 1: Urban Basics	\$2,200.00	100 Guests for 2 hours (\$10 per additional guest)	Beer and Wine Only -3 Signature Wines -2 Signature Beers	- The mobile bar - Certified bar staff - Bar and cocktail menu - Cocktail straws - Coolers for chilling/service - Ice for chilling - Disposable drinkware - Beverage napkins - Stock your trailer session - Thank you gift
 2	Package 2: Urban Plus	\$2,800.00	100 Guests for 2 hours (\$20 per additional guest)	-3 Signature Wines -2 Signature Beers -2 Signature Cocktails / Slushies	
 3	Package 3: Urban Premium	\$3,200.00	100 Guests for 2 hours (\$25 per additional guest)	-4 Signature Wines -3 Signature Beers -3 Signature Cocktails / Slushies	

**Please note the price of alcohol is not included in these packages. The cost of alcohol will be calculated and paid for at the conclusion of each event.*

**Estimated price for alcohol: \$2,700.00 (Cost based upon \$9.00 per drink)*

Place- Urban Sips Mobile Bar will attend weddings in central Indiana, and promote the trailer while parked on site at Urban Vines, as well as popular target market events like the Indianapolis Bride Expo.

Promotion - Urban Sips will promote to their target markets via different marketing strategies

Digital Marketing

Social Media: Urban Sips social media platforms will be separate from Urban Vines and house informational graphics, updates, photos, videos, and stories. Social media advertisements will be paid for and posted to the specifications of our target market to maximize spending and reach.

Email: Urban Vines wine club members currently receiving email updates will also receive Urban Sips Mobile Bar promotions so that their current customers are aware of this service and can promote the bar by word of mouth and advertising.

Website: Urban Vines' current website will be updated to include a specific section dedicated to Urban Sips. Possible buyers can view Urban Sips pricing, packages, photos of the bar, product info, and more. An explanation of where and how the bar is set up and runs will also be provided, with an inquiry section for questions. This website will be where all QR codes are linked.

Print and Publication

QR Codes: Parked on Urban Vines property, there will be a QR code printed and available on and around the mobile bar that scans to Urban Vines' website. Additionally, these QR codes will be active when the trailer is parked at the Indiana Bride Expo and attending weddings themselves. QR codes will be printed on business cards to be distributed in-house and at target market events.

A-Frame Signs: A-frame signage will be designed and fashioned on Urban Vines property as well as outside the mobile bar at events like the Indy Bride Expo. A-frame signage will clearly promote the Mobile Bar through eye catching photos and QR codes that provide additional information.

Position- Urban Sips is the perfect, hassle-free alcohol vending experience for any event. With aesthetics, simplicity, and authenticity, Urban Sips provides high-quality services for a quick and easy approach to supplying alcohol at events. For our primary target market, Urban Sips wedding venue partnerships contribute to a one-stop-shop for brides when planning their weddings, so they can truly sip and go.



BUDGET

					Year 1 (2024)	Year 2 (2025)	Year 3 (2026)
MARKETING EXPENSES				OPERATING EXPENSES			
Indy Bridal Expo Bar Supplies (Cups, Napkins, ect.)	\$600.00	\$600.00	\$600.00	Mobile Bar and Necessary Renovations/Upkeep	\$24,000.00	\$3,000.00	\$3,000.00
Indy Bridal Expo Decorations	\$1,500.00	\$500.00	\$500.00	Wine & Beer Production	\$6,000.00	\$9,000.00	\$12,000.00
Bridal Expo Booth Rental	\$1,000.00	\$1,000.00	\$1,000.00	Labor (Bartending)	\$4,800.00	\$7,200.00	\$9,600.00
Bridal Expo Display Materials	\$800.00	\$800.00	\$800.00	Event Disposable Materials (cups, napkins, straws ect.)	\$1,300.00	\$1,950.00	\$2,600.00
Client Thank You Gifts	\$800.00	\$1,200.00	\$1,600.00	Bridal Expo Samples	\$1,600.00	\$1,600.00	\$1,600.00
Business Cards	\$500.00	\$500.00	\$500.00	Labor (Bridal Expo)	\$1,300.00	\$1,300.00	\$1,300.00
Signage On Mobile Bar	\$180.00	\$50	\$50	Stock your Trailer Session	\$300.00	\$450.00	\$600.00
Social Media Advertisements	\$1,200.00	\$1,440.00	\$1,728.00	Mobile Bar License Plate	\$107.35	\$107.35	\$107.35
One A-Frame Sign (includes two inserts)	\$150.00	\$50.00	\$50.00	General Liability Insurance	\$1,057.00	\$1,057.00	\$1,057.00
Total Marketing Expenses	\$6,730.00	\$6,140.00	\$6,828.00	Liquor Liability Insurance	\$996.00	\$996.00	\$996.00
				Trailer Insurance	\$1,270.00	\$1,270.00	\$1,270.00
				Total Operating Expenses	\$42,730.35	\$27,930.35	\$34,130.35
				Total Expenses	\$49,460.35	\$34,070.35	\$40,958.35

	Year 1 (2024)	Year 2 (2025)	Year 3 (2026)
INCOME			
Moblie Bar Rental Sales	\$56,000.00	\$84,000.00	\$112,000.00
Wine & Beer Sales	\$54,000.00	\$81,000.00	\$108,000.00
Gross Sales	\$110,000.00	\$165,000.00	\$220,000.00
Net Sales	\$60,539.65	\$130,929.65	\$179,041.65
ROI	122.40%	384.29%	437.13%

EVALUATION

Goal	Evaluated By	If Goal is Exceeded	If Goal is Not Met
Social Media Growth	Profile analytics and emailed customer survey	Establish social media giveaways with Urban Vines products and wine glasses	Re-evaluate target market and expand advertisement specifications
Total Wedding Sales	Number of contracts signed	Research weekday events to attend	Re-evaluate packages and continue partnering with wedding venues
Bridal Expo Sales	Contracts signed at the Indy Bridal Expo	Attend the Fort Wayne, Bridal Expo the following year	Offer 10% discount for Urban Sips packages purchased that day

CONCLUSION

Noah Herron has a passion for selling high quality products and he will keep doing just that. Urban Vines has a selection of 35 types of wines and beers and is hoping to serve even more people with their products. To expand business, we helped create "Urban Sips," a mobile bar that offers 3 different packages and is available for purchase at any event. Through the utilization of social media adds, partnering with wedding venues, attending the Indy Bride Expo, advertising at Urban Vines, and more, the mobile bar will reach new customers and provide clients with a fun, unique, and aesthetic way to serve alcohol at special events.

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