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# SUMMARY

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## *FINN SPIRITS ON THE INTERNATIONAL MARKET*

### **Motivation for the work:**

We are closer to other cultures and customs through globalization than ever before. Without traveling to different country, you can experience the food and beverage culture at home. Exporting goods has become common, and customers constantly demand new things to try out. Through the years, I have noticed more interest in and availability of Finnish spirits. It's not anymore only *Finlandia Vodka* that you can buy abroad, but the product category has much more to offer nowadays. People are open to trying new things, even salty Licorice liqueur, *salmiakki*. Besides the Finn spirits, I was curious to know more about the methods and practices companies use to market spirits. And how this has changed in the last few years.

### **Target:**

The main target for the work was to observe the international spirits market and where Finn spirits situate. Also, what methods are used to promote spirits on the global market. And what can Finnish spirits companies do better to become more noticeable in the international market.

### **Methodology:**

The research was made mainly based on available online material, with the help of specialized magazines, articles, books, and websites from different spirits producers and retailers. But also, the personal experience gathered while working in different Bars.

### **Content:**

In the beginning, I will enlighten the facts of producing, marketing, and selling spirits in Finland. To understand the story behind and the reasons why we are not yet so successful in the international market. I won't go into profoundly explaining the monopoly system working in the Nordic countries, as it is basically the same in Finland, Sweden, and in Norway.

As we go on, we will talk about the international spirits market, the marketing gadgets companies use, and the importance of social media marketing. Terms like Lifestyle advertisement and Storytelling are being discussed closer and explained the meaning in spirits marketing. And

also, the challenges for companies on the international market, such as different customer groups and understanding the needs and personalized marketing strategies for other markets.

While the customer groups and their needs have changed, some aspects remain untouched. Such as the spirit companies selling the lifestyle as advertised. Today this type of marketing is seen more in movies and TV series, while the successful character enjoys their favorite spirit or cocktail. Even in social media content, you often see certain spirits used for cocktails or as side products to enjoy the evening with friends.

Alcohol-free spirits are one trend, environmentally friendly choices, and people's knowledge is also arising. Spirit companies are following this trend and tend to research this subject and sometimes also educate their customers.

At last, share a few points of what to expect in the future in marketing and the spirits beverage category. Even though we are still far from THC-containing beverages, in some states in the USA, this is no longer a tabu. And how companies need to focus more on social media marketing and knowledge of the chances it might bring. Customers want to see relatable people behind the brands and support that.

## **Conclusion:**

Demand for exotic and unique spirits has grown rapidly in the past few years. And so has the Finn spirits become more popular and widely available in the international market. Along with the trend of exotic specialties, customers are becoming more aware of their drinking habits and the product's ecological footprint. In the wine business, the change is slowly visible, and people pay attention to the packaging material. Using PET bottles in spirits packaging is still rare. But on the other hand, alcohol-free spirits did win awareness quickly, and this change has been faster than in the wine industry.

In general conclusion, spirits marketing would need to be more transparent about their cooperation and sponsorship with different brands and private persons. Not only is spirit marketing affected by this, but the marketing for spirits is competitive, and a lot of money is being moved by spirit owners. As social media is being used as one channel to market products nowadays, it should be clear to the consumer if the advertisement was paid for or sponsored and by whom.