

ASPEN

ESTD MULLING® 1970

GROUP 5:

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TODAYS AGENDA



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INTRODUCTION



Aspen Mulling Spices is more than just a drink it's a brand built on tradition, experience, and connection. It turns simple beverages into moments that bring caring people together. Aspen engages both clients and consumers in a meaningful way.

GOALS



Make Aspen Mulling Spices become a modern lifestyle-driven based, not just seasonal.

We are connecting the product to different moments that the younger generation cares about

- **Fall vibes/Holiday Vibes**
- **Spring/Summer vibes**
- **Small/Event gatherings**

Showing that aspen mulling isn't just a drink, its nostalgic and an experience.

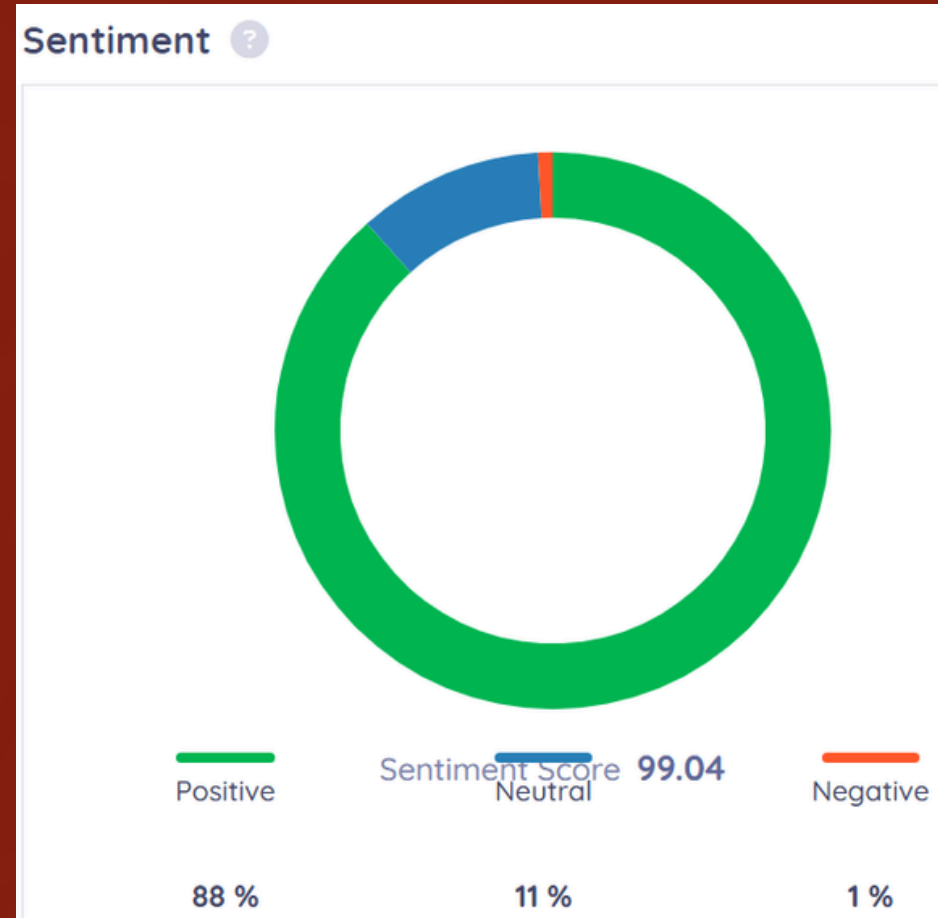
Social Media Presence

Create consistent content themes

- **Recipes (more spiked drinks)**
- **Satisfying visuals**
- **“Day in the life” Trends/ Polls**

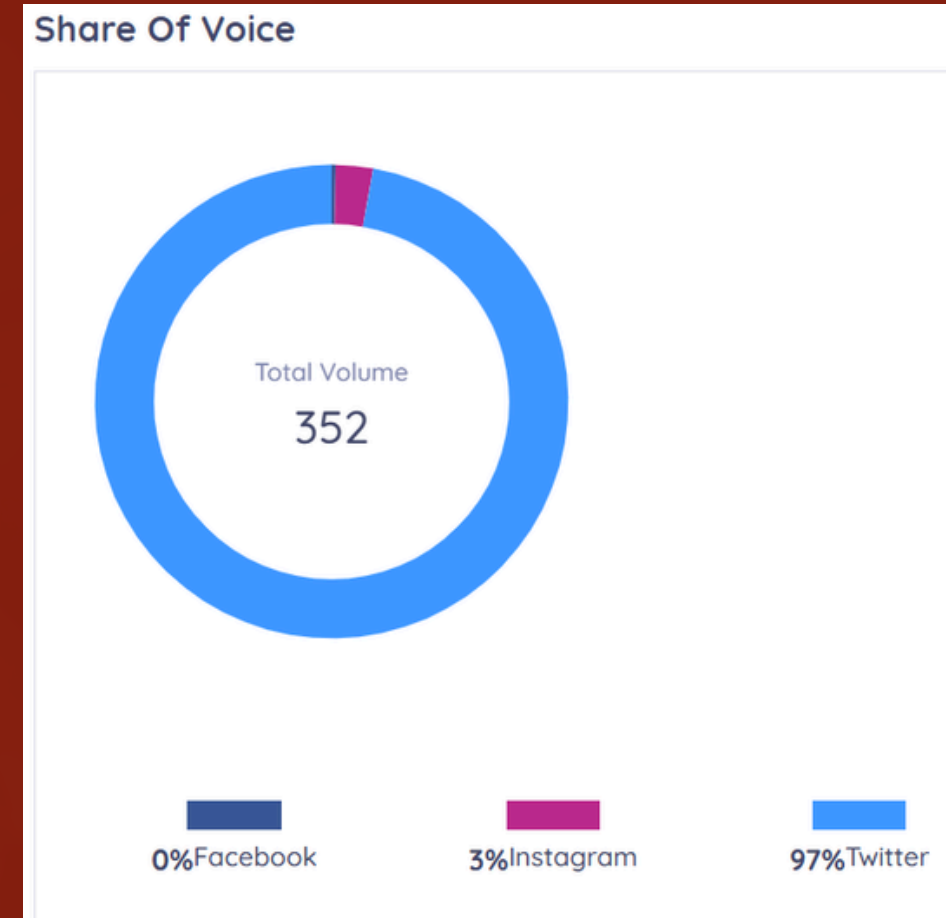
KEY RESULTS

“Mulling Spices Keywords” tracker



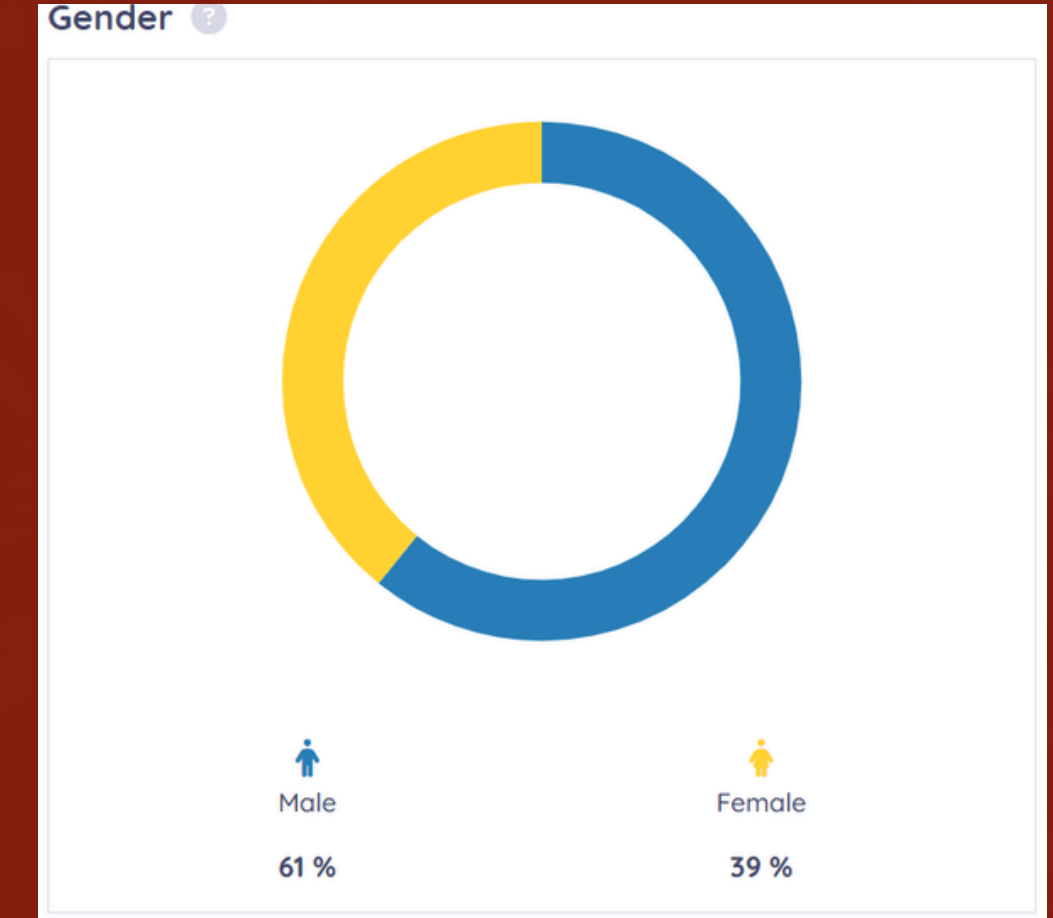
Mostly Positive

**Goal: Capture positive online sentiment
that competitors are dominating**



Twitter (X) Dominant

**Goal: Steer away from X, let competitors
own that space**

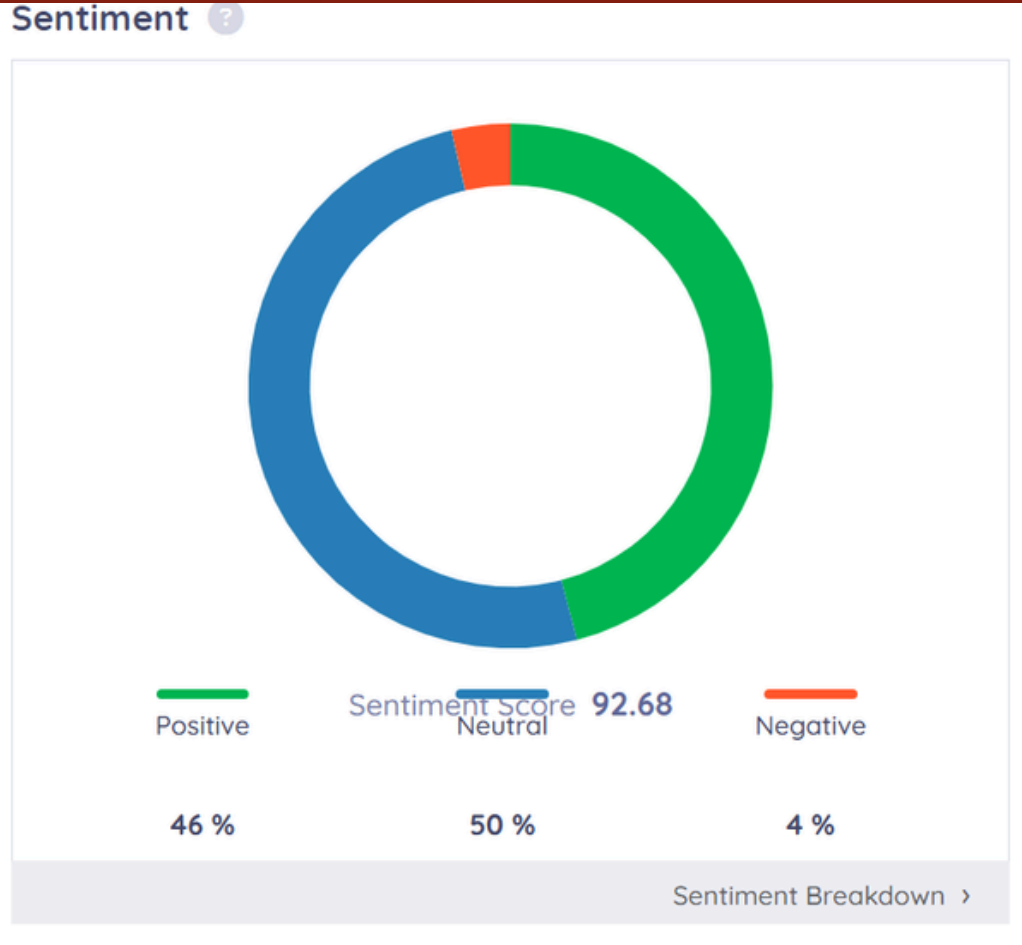


Mostly Male

**Goal: Increase female following to
differ from market**

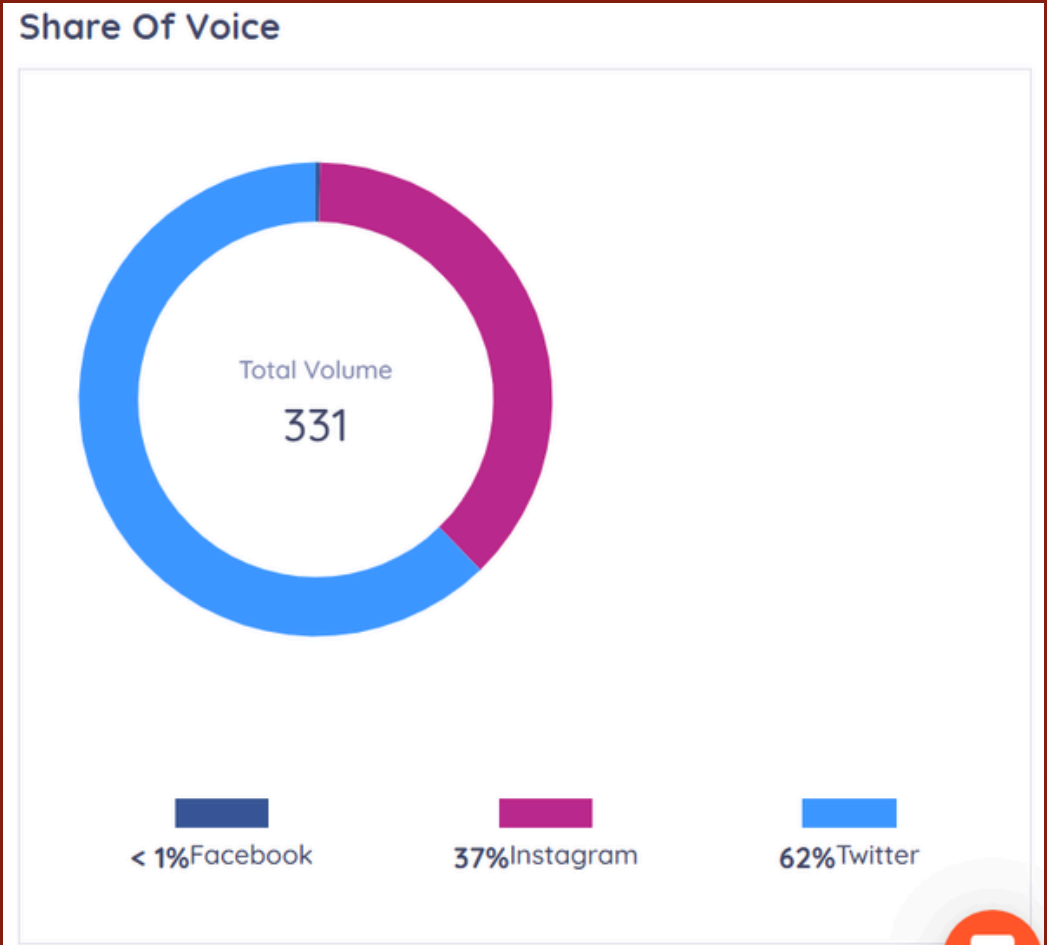
KEY RESULTS

“Aspen Mulling Spices” Tracker



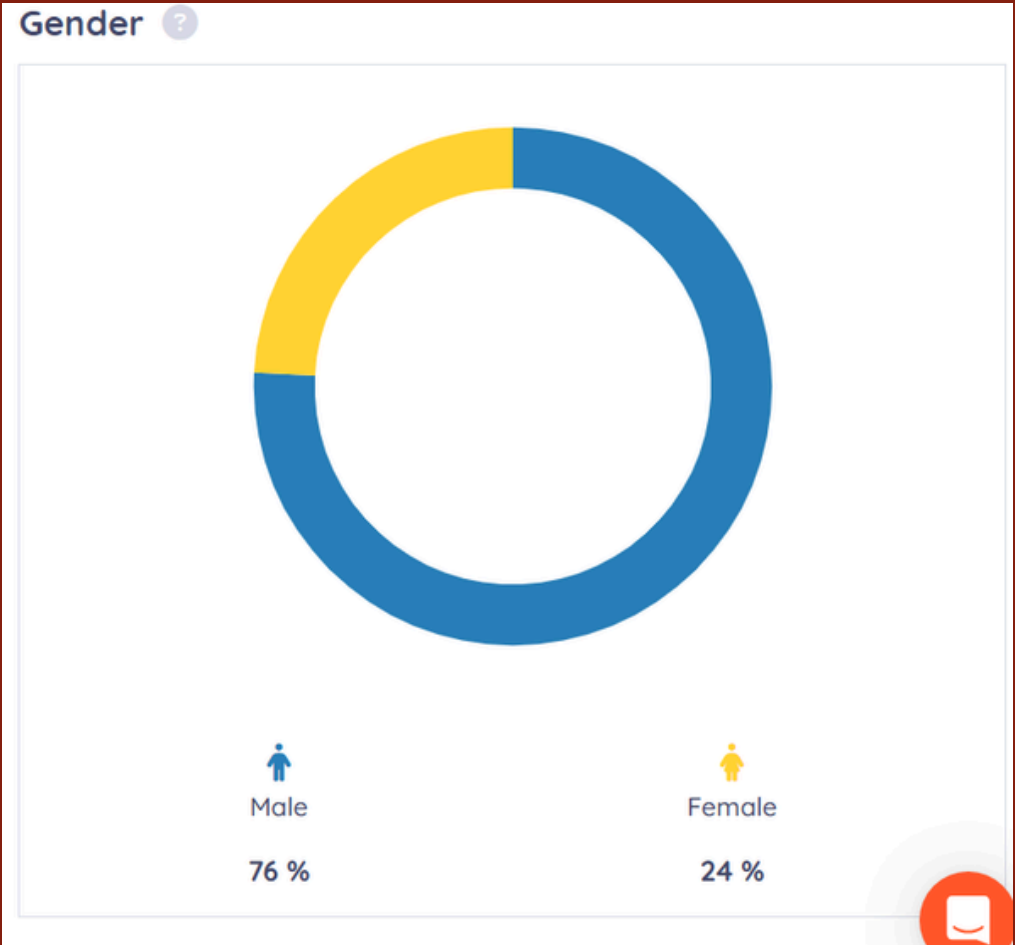
Mostly Neutral

Goal: Shift overall online sentiment from Neutral to Positive



Strong X/Instagram Presence

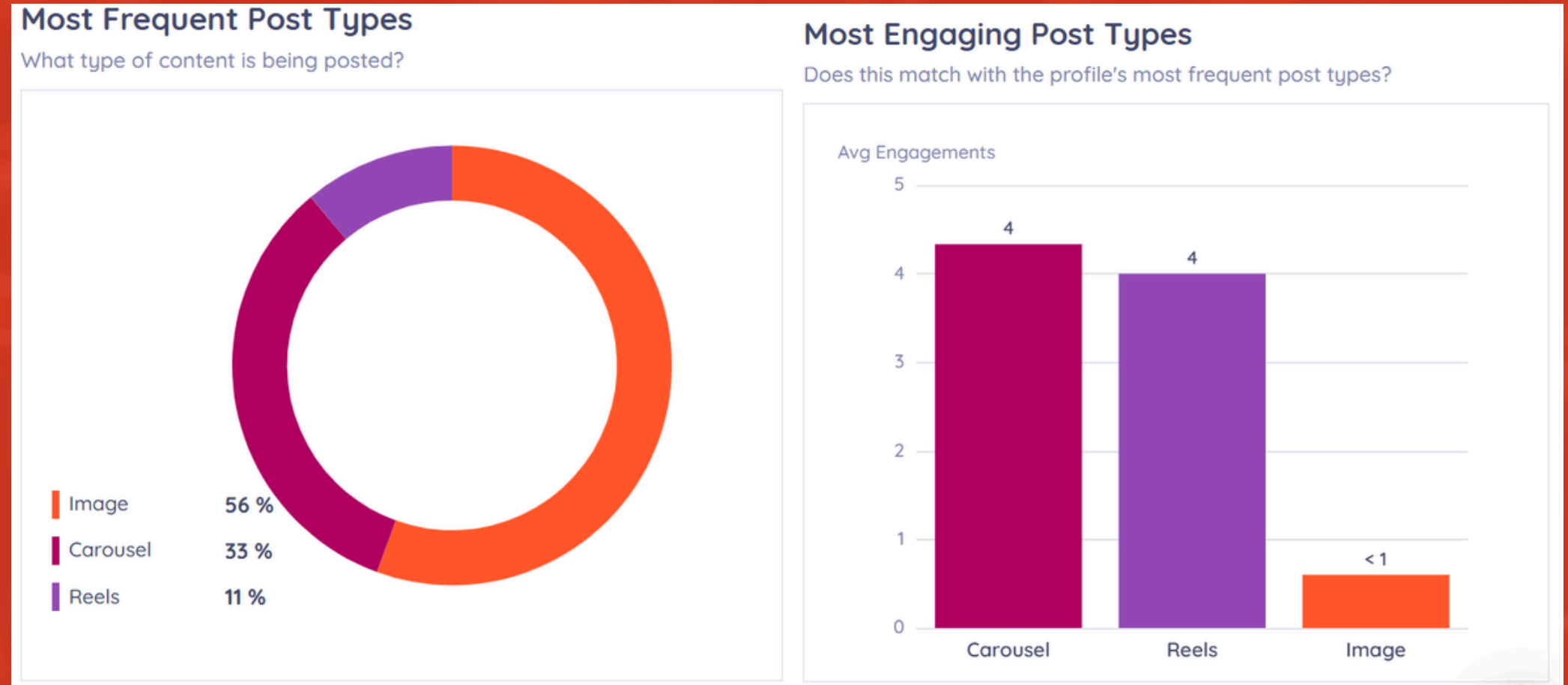
Goal: Increase share of voice by doubling down on Instagram



Mostly Male (76%)

Goal: Optimize Content to appeal to all / less male heavy

KEY RESULTS



Related topics reinforce our goals:

- Fall Vibes
- Spring/Summer Vibes
- Holiday Vibes

- Reels/Carousel posts are the most engaging
- Keep leaning into engaging posts

CAMPAIGN OVERVIEW



Our Aspen Mulling Spices campaign will reposition the brand from a purely seasonal product into a modern, lifestyle-driven experience that resonates with younger consumers. By connecting the product to year-round moments—ranging from cozy fall traditions and holiday gatherings to spring and summer social events—the campaign highlights Aspen Mulling as more than just a drink, but a nostalgic and shareable experience. Through aesthetic content, DIY recipes, spiked drink trends, and interactive social media engagement, the brand fosters a sense of community while integrating into the everyday lives of 18–30-year-olds, especially in social settings like college events, tailgates, and small gatherings

TARGET AUDIENCE



**Aspen Mulling Spices current
target audience is adults ages 30-
55+**

**People who love seasonal
traditions (Fall, Holidays,
Hosting events).**

**Consumers who enjoy cozy,
comfortable experiences.**



**Growth target audience is a
Younger Adults: Ages
18-30**

**Consumers who value social
experiences, collaborations, and
engaging in shareable moments.**

**Individuals interested in trendy
beverages, recipes, and aesthetic,
experience driven gatherings.**

SOCIAL MEDIA RECOMMENDATIONS



Engagement & community

make younger audience feel valued

Customers not just buyers

Encourage through interactions

- Polls, Q&A, engagement
- Recipe contest
- DIY Contest/Ideas



SOCIAL MEDIA RECOMMENDATIONS



Polls: “Hot Cider or Iced Cider” ?

“Rate this drink 1-10”?

Posts: “feature your best drink
combo”

- Best drinks win free Aspen Mulling spices kit.
- Kit ex: Aspen discount code/
Aspen Hoodie / Glass Cider mugs



Facebook is changing into Reels
(TikTok).

- 10-20 second “Diy drink Ideas”
- Before/ After drink results
with new Aspen Mulling
mixture drinks.

SEASONAL RECOMMENDATIONS



Fall:

Partner with colleges (Pop-up sampling)

- hoodies, college football nights, and tailgate drinks.
- It gets cold at games/events (need something to warm up and fill our bodies with good aspen mulling spices).
- Helps to reach target audience of 18-30 year olds

SEASONAL RECOMMENDATIONS



Spring/Summer:

Introduce more recipes:
intense/sweeter drinks &
spiked iced cider etc.

Social Media: Brighten posts
showing Aspen Mulling isn't just
for cold weather !

SEASONAL RECOMMENDATIONS

SPRING

Fresh Sips. New Vibes.

ASPEN MULLING SPICES ISN'T JUST FOR COLD WEATHER.

ONE BLEND. ENDLESS SEASONS.

PERFECT FOR brunches, baby showers, picnics & sunny days.

BRUNCH DRINKS

- Mulling Spiced Mimosa
- Spiced Cider Spritz
- Spiced Berry Lemonade
- Iced Cider Sangria

LIGHTER RECIPES FOR WARM DAYS PERFECT FOR GATHERINGS SHAREABLE & INSTAGRAMMABLE MADE FOR MORE THAN WINTER

SEASONAL RECOMMENDATIONS

SUMMER

Spice Up Your Sunshine.

ASPEN MULLING SPICES ISN'T JUST FOR COLD WEATHER.

ONE BLEND. SO MANY WAYS TO SIP ALL SUMMER LONG.

GREAT FOR BBQs, pool days, parties & patio hangouts.

SPIKED ICED CIDER

- Bourbon Spiked Cider
- Rum Spiked Cider
- Tequila Cider Smash
- Vodka Cider Cooler

COCKTAILS & MOCKTAILS PERFECT FOR BBQS & COOKOUTS REFRESHING SPICE ALL SUMMER LONG MADE TO SHARE WITH FRIENDS

SAME ICONIC BLEND. NEW SEASONAL MOMENTS. ASPEN MULLING SPICES – MADE FOR EVERY SEASON.

THE ORIGINAL. THE ICONIC. THE SEASONLESS FAVORITE.

FROM BRUNCH TO BBQS. FROM SUNSHINE TO SUNSETS.

SOCIAL MEDIA CALENDAR

2026/11

NOTES:

PLATFORMS

- INSTAGRAM
- FACEBOOK

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01 ● Fall reset post ● Fall reset post	02 ● Story Poll: Which Drink	03	04 ● Drink Recipe Reel ● Drink Recipe Reel	05	06	07 ● Game Day Essentials ● Game Day Essentials
08	09 ● Story Poll: Rate This Drink	10	11 ● Build Your Drink Carousel ● Carousel	12	13 ● UGC Contest Launch Post ● Story	14 ● Aesthetic Reel ● Reel
15	16 ● Story Poll	17	18 ● Tailgate Drink Reel ● Reel	19	20	21 ● Contest Reminder ● Posts
22	23 ● Friendsgiving themed post (Recipe or Aesthetic) ● Aesthetic	24	25 ● Thanksgiving Recipe ● Recipe	26 ● Thanksgiving Poll	27 ● Contest Winner ● Winner	28
29	30					

B2B RECCOMENDATIONS



Aspen's origin story, production process, or values

Success spotlights

- **Featuring small businesses that carries your products**
- **Allowing potential customers to envision your product being sold in their stores**

Seasonal restock reminders

- **Posts that end with a clear Call To Action and link to website**

Story Highlight

- **Instagram and Facebook Highlight stories with Contact/Pricing info, FAQ, and testimonials**

Facebook Groups

- **Joining small business groups on Facebook to find and reach local businesses and potential partners**

INFLUNCERS EVALUATED



@frannielovesfood

Francesca Carmela

95K followers

**Focus on nostalgic, homemade
recipes and tradition-based cooking**



@eatlikebrittany

Brittany Rella

29K followers

**Mix of recipes + lifestyle + aesthetic
food content (great for TikTok-style
drinks)**



@makingpretty memories

Lissa Mueller

45K followers

**Lifestyle + cooking mix (good
bridge between aesthetic + food
content)**

BUDGET

Category	Description	Cost	Percentage
Micro - Influencers	Partnerships to create TikTok/Instagram content matheching our goals.	\$3,000	24%
Colllege Pop-up Events	On-campus sampling activations with warm drink stations and branded materials	\$4,000	32%
Content Creation	Production of aesthetic seasonal visuals and short-form recipe videos for social media,	\$2,500	20%
Paid Social + Engagement	Boosting top-performing posts, running TikTok challenges, giveaways, and recipe contests to increase UGC and reach.	\$3,000	24%
Total	Aspen Mulling Spices	\$12,500	100%



CONCLUSION

**Aspen Mulling Spices is a product rooted in tradition,
nostalgia, and the kind of warmth that brings people
together. This campaign isn't about reinventing the brand,
it's about expanding who gets to experience it.
By positioning Aspen as a year round, lifestyle driven
brand, Aspen becomes a moment people reach for in
every season, at every gathering, at every age.**



ASPEN

ESTD MULLING® 1970

**THANK
YOU**

ASPEN MULLING SPICE

WORKS CITED



Aspen spices. Aspen Mulling Spices. (n.d.). <https://aspenspices.com/>

Tool Used: Adobe Firefly

Purpose of Use: Adding the Mock-ups which consist of Social Media Photos &

Thank you page etc.