

Sundaes Best

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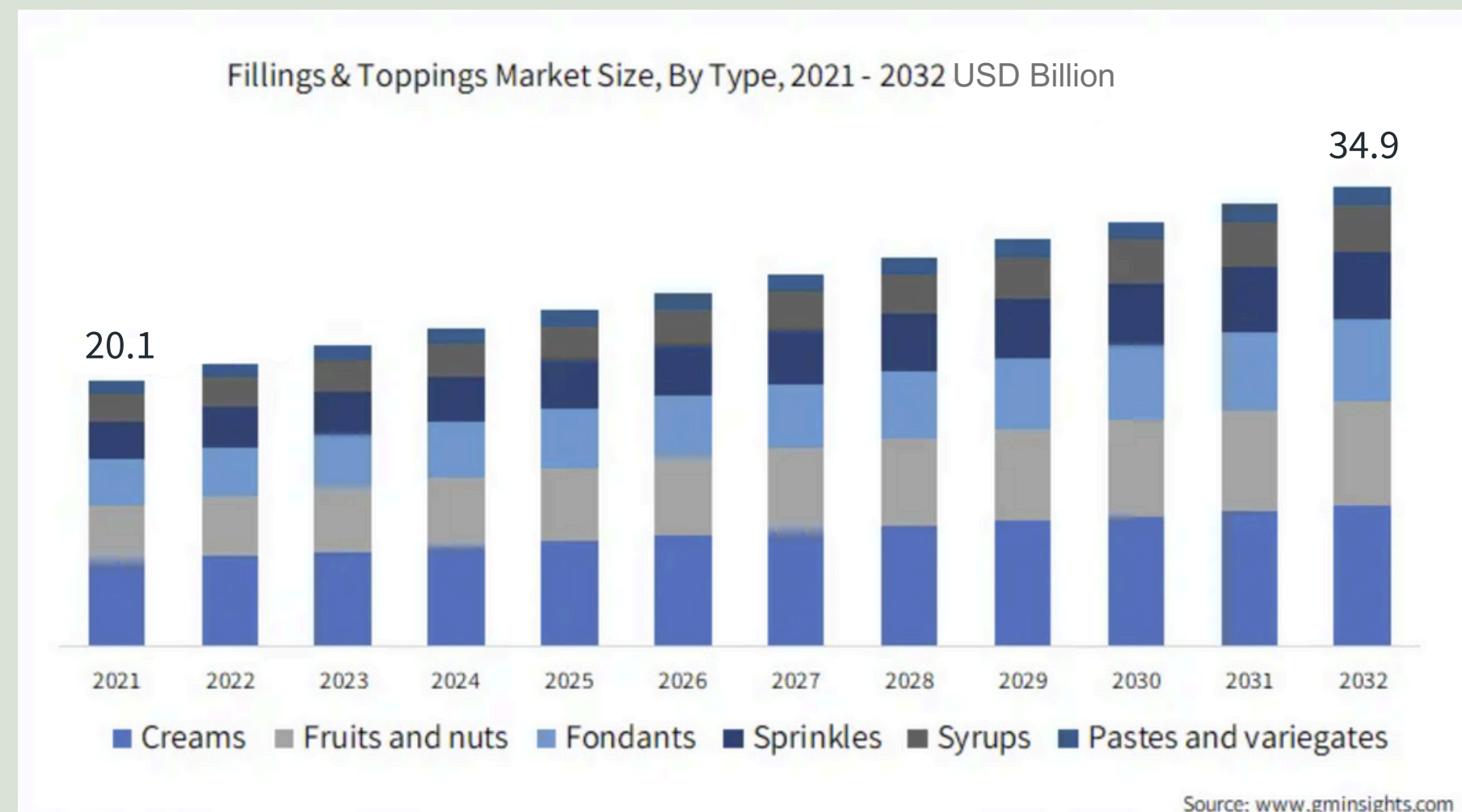
Discovery

- Industry Insights
- Cultural Context
- Target Audience
- Competitive Analysis

Industry Insights

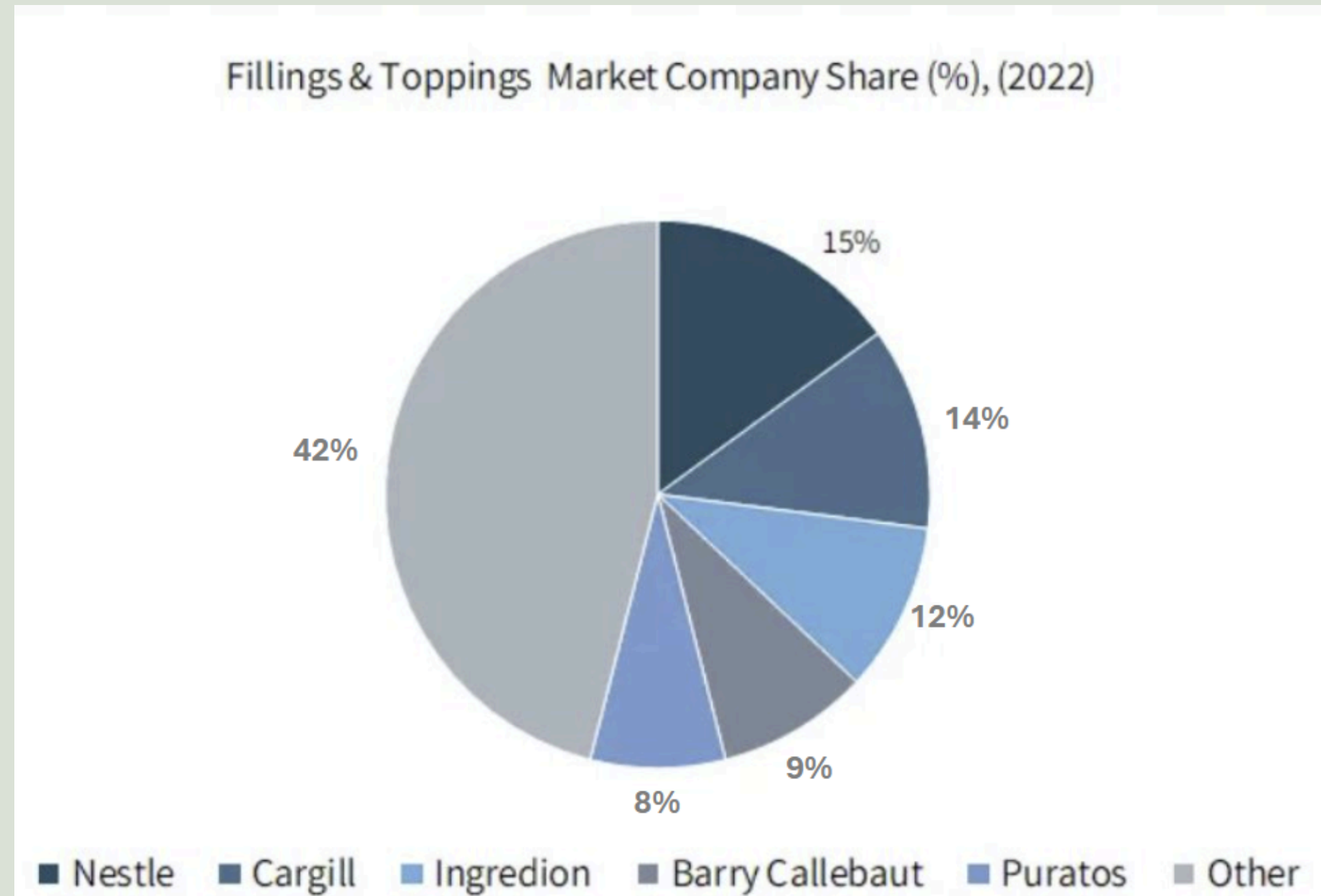
Industry Analysis

- Market valued at 21.46 billion USD in 2022 estimated to reach USD 34.86 billion by 2032
- 4.8% CAGR
- Increased at home baking
- Increased demand in younger generations



Market Makeup

- Cream is the largest and fastest-growing type
- Fruit is the largest and fastest-growing flavor
- Bakery is the largest and fastest-growing application



Industry Challenges

- Growing concerns around health
- Seasonal demand
- Broad range of products



Company Insights

Company Insights

- Founded in 2001 by Jeff and Katie Comero in Saratoga Springs, New York
- Inspired by a family recipe
- 40% online 60% resale
- Quality and delicious
- Local ingredients, minimal additives, and small batches
- Large flavor variety



Cultural Context

Cultural Context: Secondary Research

57% of consumers eat dessert at least once a week

1/3 of this eats dessert everyday

60% of consumers enjoy putting toppings on their desserts
(driven by Gen Z and Millennials)

76% of consumers say they enjoy many of the same desserts
they ate as children

64% of consumers say they try to choose foods made with
clean ingredients

Cultural Context: Primary Research

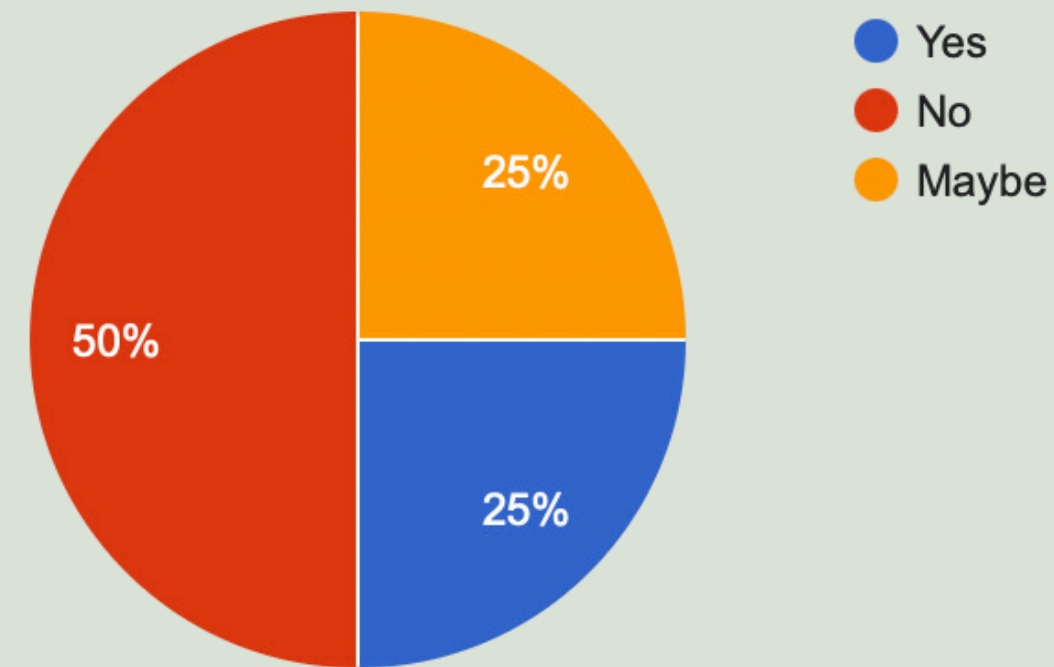
Survey:

- 44 Respondents
- Ranging from ages 18-75
- 70% female
- Google Forms
- $m = 21$

100% of participants like chocolate

But...

50% of participants do not buy hot fudge



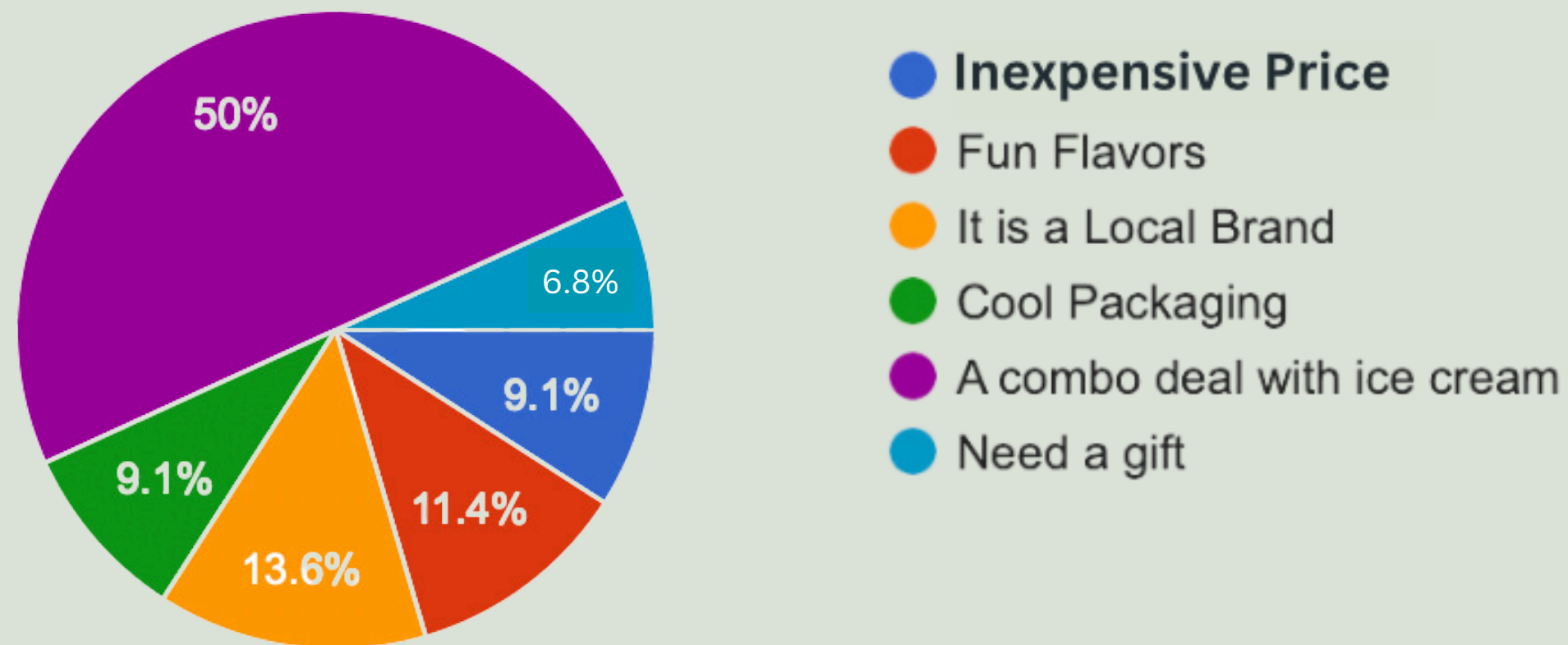
Top reasons:

1. They do not think about it
2. It is not a necessity to have a good dessert

What factor is most likely to make you switch from an old reliable dessert product to try something new?

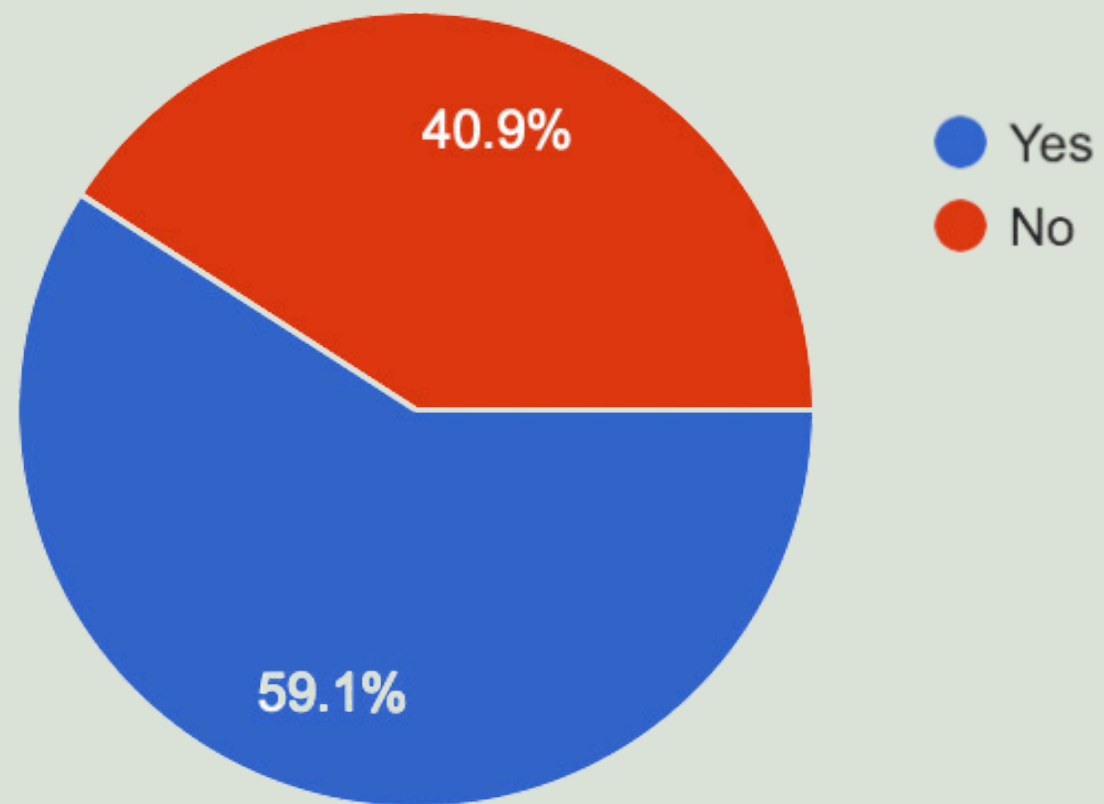


Choose one Factor that would make you the most likely to buy hot fudge:



Ice Cream Matters!

Do people like the current label?



Why people like it:

“Homemade look”

“classic and nostalgic”

“Looks like its been around for a while, so it is probably good”

Why people dislike it:

“Does not look like hot fudge immediately”

“Not enough color”

“Too much going on”

Strategy

The Challenge

How do we position Sundaes Best in order to create a strong brand identity that helps them attract more customers.



Target Audience

Target Audience of Sundaes Best Hot Fudge Sauce

- Adults between 25 - 55 years old
- Majority women consumer base
- Middle to upper-middle income
- Saratoga Springs and surrounding area residents
- Health-conscious individuals
 - Gluten-free, natural ingredients, and kosher-certified

Competitive Analysis

Key Competitors



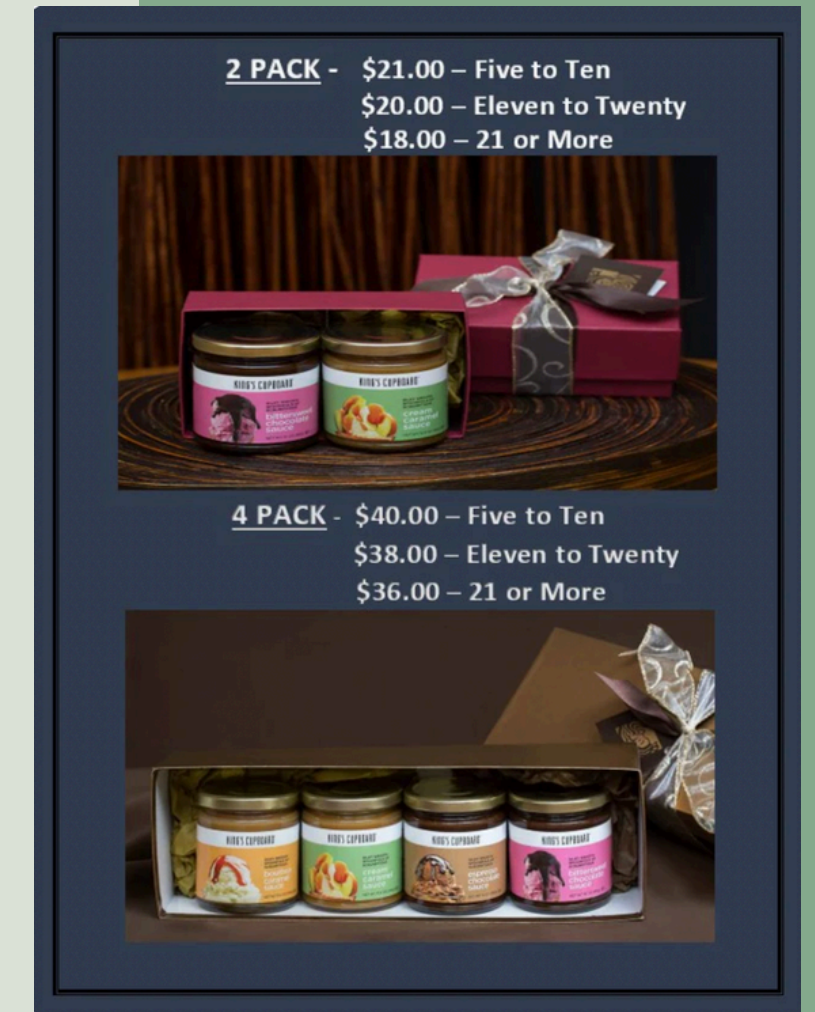
Competitive Analysis

Kings Cupboard

- Premium brand known for dessert toppings, chocolate products in the gourmet food niche
- Marketed as organic, clean, and practical
- Known for Corporate Gifting (Gift Sets)

Brand Archetype: Sage

- Professionalism
- Practicality



Competitive Analysis

Smuckers

“With A Name Like Smuckers, it has to be good”

- “Smucker's® products bring the flavors that make faces light up” (Founded in 1897)
- Focus on Family
- Household name in the US known for peanut butter, fruit spreads and fudge

Brand Archetype: Caregiver

- Caring
- Warm
- Compassionate



Competitive Analysis

Hersheys

“For more than 125 years we’ve made moments of goodness for people around the world with our iconic, beloved brands”

- One of the most prominent brands in market
- Values: Togetherness, Integrity
- Marketed as nostalgic, and memorable

Brand Archetype: Everyman

- Dependable
- Accessible
- Reliable



Competitive Positioning Recap



Everyman

- Affordability
- Accessibility



Sage

- Values practicality
- Bulk and corporate gifting



Caregiver

- Values family
- Friendly



Caregiver

- High-quality ingredients
- Made by hand

Recommended Positioning Strategies

Positioning 1

Family

Key Message

Jester

Our family's hot fudge is a **recipe passed** down through **generations**.

Made in small, **hand-crafted batches**, you can taste the **quality** ingredients and **love** in each jar. Dive into a sweet, **nostalgic treat** that's as **joyful** as it is **delicious**



**From Our
Family Kitchen
To Yours**

Tagline

Rationale:

How is Sundaes Best Hot Fudge's positioning different from key competitors?

- Shows **care** and **love** to the customer in a corporate landscape
- **Family** centric origin story

Why will this work?

- Customers are more likely to eat **nostalgic** desserts
- Appeals to **family** values building **trust**

Source: Edlong

Creatives

From Our Family Kitchen..



to Yours







From Our Family Kitchen to Yours



Positioning 2

Taste

Key Message

Caregiver

Our recipe is loved by many for its delicious **taste**, variety of **flavor**, and quality **locally sourced ingredients**.

Rationale:

How is Sundaes Best Hot Fudge's positioning different from key competitors?

- Values authenticity and a “really good recipe” consumers love
- Uses natural ingredients showing care for the wellbeing of consumers

Why will this work?

- By emphasizing high-quality and locally sourced ingredients
- Consumers want to support small businesses who pour love and care into their product



**“Quality You Can Taste,
Ingredients You Can Trust”**

Tagline

Creatives

Sundaes Best Promises: Quality You Can Taste, Ingredients You Can Trust

Premium semi-
sweet chocolate

Sweet Cabot
Butter



Highest quality
cocoa

Pure cane sugar

Award-winning NY State
Stewarts® milk



Quality You Can Taste, Ingredients You Can Trust

"That is the best hot
fudge sauce you will
ever have!!!"

"You seriously cannot
expect us to choose
one single flavor! Not
possible!"

"It looks amazing. I
love that you're using
Stewart's vanilla, my
favorite!"

"Yes pls pass the sundae's
best! That stuff is heaven
in a spoon"



Comments from real customers



Instagram



SundaesBest_HotFudge

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Comments from real customers



SundaesBest_HotFudge
Some of our favorite comments!

Spend a day with Katie and Jeff



at the fudge factory

Showing you we make fudge with
“Quality you can taste, ingredients you can trust”
coming soon..



Conclusion

Problem: How to position Sundaes Best to attract a family-oriented and flavor-conscious audience.

Competition: Competes within the toppings and fillings industry on **comfort, flavor, and tradition.**

Positioning:

- **Family** - Sundaes Best is a family recipe passed down through generations. It is crafted with love and care in small batches to deliver a taste of nostalgia and joy in each jar.
- **Taste** - Known for its delicious flavor and variety, Sundaes Best uses high-quality, locally sourced ingredients, appealing to those who appreciate authenticity and support small businesses.

Tying it all together: Sundaes Best combines the warmth of a family recipe with the authentic taste of locally sourced, high-quality ingredients, creating a nostalgic and delicious experience that brings families together.

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