

MEDIA/PUBLISHING

Epicurious launches first-ever cocktail recipe finder tool

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Epicurious is making it easier for its readers to make liquor purchases directly from recipes. Image credit: Epicurious

By LUXURY DAILY NEWS SERVICE

Cond Nast-owned publication Epicurious has launched a new cocktail recipe initiative in a first-time partnership with online spirits retailer [ReserveBar](#).

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The new editorial initiative expands on Epicurious' accelerating ecommerce content. By connecting its content with ReserveBar's digital commerce abilities, Epicurious consumers will be able to find cocktail recipes and make purchases with easy-to-use links and landing pages.

Recipe finder

In 2019, Cond Nast launched Epicurious' [Thanksgiving Recipe Finder](#), which helped in the development of its [Cook-With-What-You've-Got Recipe Finder](#) launched in early 2020 to help people cook from their pantries at the height of the COVID-19 pandemic.



The new cocktail recipe tool provides consumers with new recipes, as well as ways to purchase liquor online. Image credit: Epicurious

Building on the success of Epicurious' [Cook-With-What-You've-Got Recipe](#) tool, which outperformed the [Thanksgiving finder](#) by 13 percent in its first week alone, the editors have launched the publication's first-ever

cocktail recipe finder featuring hundreds of cocktail recipes on the site.

The new initiative will prominently integrate partners into the interactive interface and provide easily searchable recipes for at-home cocktail-making.

As consumers become more interested in purchasing liquor online, brands have quickly adapted to meet those demands.

Rmy Martin's Louis XIII introduced an immersive online boutique. Through the redesign, consumers in the United States are able to buy the Cognac directly from the Louis XIII site ([see story](#)).

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