

FOOD AND BEVERAGE

Epicurious leans into ecommerce with interactive tools

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

By SARAH RAMIREZ

Cond Nast-owned culinary platform *Epicurious* is partnering with online luxury spirit and wine retailer ReserveBar as it continues to prioritize engaging ecommerce content.

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Through the new partnership, ReserveBar is helping power the new interactive "[cocktail cabinet](#)" on the *Epicurious* site. In addition to being able to find cocktail recipes, *Epicurious* readers will then be able to easily purchase wines and spirits from ReserveBar.

"*Epicurious* has leaned into commerce content for one simple reason: it makes sense," said David Tamarkin, digital director at *Epicurious*. "For over 25 years, we've been directing people to the best recipes—the best pasta recipe, the best cake recipe.

"We take our commerce content as seriously as we take developing recipes everything is put to the test multiple times before we make a recommendation," he said. "In this way, we've made our commerce content just as trustworthy as our recipes, and readers have responded by making purchasing decisions based on our advice."

Clicks-and-cocktails

After the success of its Thanksgiving Recipe Finder and Cook-With-What-You've-Got Recipe Finder, *Epicurious* turned its attention to cocktails.

In the same manner as its predecessors, the *Epicurious* cocktail recipe finder allows consumers to filter through hundreds of recipes by selecting which ingredients they have available. Recipes also include links to the recommended wines or liquors, which redirect to ReserveBar product pages for easy online ordering ([see story](#)).



A selection of some of the rum cocktails available through the cocktail recipe finder. Image credit: Epicurious

"By clicking any ingredient, you can find your new favorite cocktail and if you want to combine two or three, there are recipes for that, too," said Maggie Hoffman, senior editor at *Epicurious*. "The hyperlinks will make it so users can find a drink and get what they need in terms of ingredients delivered right to their door.

"This tool will make every part of the experience easy: Picking a drink, getting what you need and shaking or stirring up the cocktail," she said.

In addition to partnering with ReserveBar, *Epicurious* is also working with sponsor Bacard for the initiative, whose spirits, including Angel's Envy Port-Finished Bourbon and Bacard Reserva Ocho Rum, are prominently featured.

"With the massive shifts in online spirits buying behavior over the past year and home being the new center of gravity, we partnered with *Epicurious's* Cocktail Cabinet to motivate users to find different cocktail combinations, explore our Bacardi portfolio and link directly to purchase all within the *Epicurious* environment," said Lorran Brown Cosby, vice president of digital commerce at **Bacardi**.

"At Bacardi, we're always putting the consumer at the heart of all activations so providing a seamless digital journey from discovery to delivery is a top priority," she said. "The partnership with ReserveBar is a best in-class opportunity to position our premium spirits like Angel's Envy and Bacardi Ocho at the forefront of digital commerce innovation, when people are looking to make great cocktails at home."

The cocktail cabinet is the latest example of how ecommerce is becoming central to all brands, even those in sectors traditionally outside of retail. Collaborations are also key to ensuring success through ecommerce expansion, among other benefits for all involved players.

"We're adding ReserveBar's second-party data into our Cond Nast Spire offering for turnkey and custom targeting capabilities, which enables our partners' greater efficiency in putting their messages in front of specific spirit intenders, all with a connection to purchase at ReserveBar if interested," said Jeff Barish, head of sales, food, beverage, spirits and packaged goods at **Cond Nast**.

"As third-party cookies depreciate, Cond Nast will continue to grow its direct relationships with data partners to achieve best-in-class business outcomes for advertisers," he said.



Bacardi Reserva Ocho Rum is one of the brands participating in the Epicurious and ReserveBar cocktail collaboration. Image credit: ReserveBar

Epicurious was a natural fit with ReserveBar, but that is only the start for Cond Nast and the spirits retailer. The publisher will introduce more collaborations between select titles and ReserveBar throughout the year, diversifying its revenue streams beyond traditional display and affiliate marketing.

"The ReserveBar partnership with Cond Nast brings to life ReserveBar's content to commerce strategy, and our vision of ecommerce everywhere," said Derek Correia, president of **ReserveBar**. "By making content shoppable natively rather than driving visitors away from the publisher's site, we enable a better consumer experience while improving conversion and marketing efficiency."

Spirits of ecommerce

Similar to other luxury sectors, the high-end wines and spirits business moved mostly online as COVID-19 shuttered restaurants, lounges and tasting rooms.

The pandemic did more than drive the educational component of premium wines and spirits online it also shifted the buying experience, with ecommerce sales spiking as consumers resorted to more at-home drinking ([see story](#)).

Responding to consumer demand, beverage brands and retailers are stepping up their ecommerce offerings.

In December 2020, luxury group LVMH's spirits importer Mot Hennessy USA debuted an online destination geared towards consumers celebrating the holidays at home. Luxury wines and spirits brands including Mot & Chandon, Hennessy, Dom Perignon, Belvedere and Veuve Clicquot are available through the site ([see story](#)).

Last month, Rmy Martin's Louis XIII also 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](#)).

"In the future, learning about cocktails, downloading recipes and building a cart with the products you're interested in, including spirits brands, mixers and even glassware and barware, will be an integrated, on-site experience," ReserveBar's Mr. Correia said.