

FOOD AND BEVERAGE

## ReserveBar announces partnership with The Tasting Alliance

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*ReserveBar has partnered with The Tasting Alliance, a global wine and spirits competition provider. Image credit: ReserveBar*

By LUXURY DAILY NEWS SERVICE

Online spirits retailer ReserveBar has partnered with global wine and spirits competition provider The Tasting Alliance in a new consumer-facing push.

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ReserveBar will be the ecommerce partner for the provider's award programs in 2022 and support the launch of The Tasting Alliance's new consumer-facing digital platform. As a result of the partnership, ReserveBar will now become integrated into key elements of several prominent competitions.

"Our partnership with The Tasting Alliance is the perfect example of two entities with undeniable synergies unlocking growth and transforming the industry," said Derek Correia, president of **ReserveBar**, in a statement.

"Supporting The Tasting Alliance's evolution to a consumer-facing brand, and combining discovery, education and a seamless purchase path helps us both deliver on the wants and needs of brands, retailers and consumers alike."

Bottoms up

ReserveBar will now serve as an integral aspect of several wine, spirits and ready-to-drink cocktail (RTD) competitions including the San Francisco International Spirits Competition, the San Francisco International Wine Competition, the San Francisco RTD Competition, the Singapore Wine and Spirits Competition, the New York World Wine Competition and the New York World Spirits Competitions.

Tasting Alliance's expertise and esteemed judges partnered with ReserveBar's technology will provide consumers with the ability to learn and explore exceptional drinks with the option to purchase them seamlessly.

The partnership is also aiming to facilitate several exciting events in 2023 that will allow for the discovery and tasting of award-winning wine, spirits and RTDs while interacting with brand founders, distillers and winemakers and more.

The companies are aiming to craft events that are immersive and ultimately bring brands and consumers together.



*ReserveBar specializes in online sales of premium, reserve spirits, luxury champagne and fine wine. Image courtesy of ReserveBar*

The partnership is slated to officially launch in spring 2022, with a celebrity cocktail competition. ReserveBar will also feature collections of award-winning products available for purchase on [www.reservebar.com](http://www.reservebar.com).

ReserveBar continues to differentiate itself with unique partnerships and an elevated customer experience.

Founded in 2013, ReserveBar is primed for further growth, having successfully closed its Series B financing round last July. The retailer is also keeping its brand values at the forefront, announcing its plans to commit more than \$5 million through 2024 to its Spirited Change Initiative supporting minority and women-owned brands in the beverage alcohol sector ([see story](#)).

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