

FOOD AND BEVERAGE

## ReserveBar launches new website focused exclusively on canned beverages

January 24, 2023



ReserveBar's new site "Get Stocked" celebrates "The Cooler Occasion" Image credit: ReserveBar

By LUXURY DAILY NEWS SERVICE

Online spirits retailer ReserveBar will launch "Get Stocked," a new website that focuses on the finest beverages that come in a can.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The site maintains the mission of its parent company, ReserveBar, to pair patrons with the best, most rare selection of spirits based on their individual tastes. Yet this new venture looks to enhance "The Cooler Occasions" of outdoor parties, tailgates and beach trips.

"We're so excited to be building a platform to help consumers navigate the complex landscape of canned beverages," said Derek Correia, president of ReserveBar, in a statement.

### More time together

The site, by way of introducing itself, posits that the events of the last few years have made consumers more aware of how precious each moment of life is.

For this reason, it aims to create a frictionless transactional process, using software to best understand each visitor's preferences, and provide corresponding content.

Orders can be made through the phone app, and are guaranteed to be delivered to door within two hours.

**ReserveBar** has striven to elevate the customer experience in the online spirits retailing category ([see story](#)). Get Stocked takes the same approach.

"We make it easy to ensure that everyone will find something they love in the cooler, which also includes refreshing hard seltzers, quality canned wines and, of course, non-alcohol and low-alcohol options so everyone can enjoy each and every moment together responsibly," Mr. Correia said in the statement.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.