

FOOD AND BEVERAGE

ReserveBar, The Wall Street Luxury Group collaborate on curated yacht experiences

September 6, 2023



With an emphasis on curated, white-glove moments, the newly forged relationship is personalizing high-end waterside experiences. Image credit: ReserveBar

By LUXURY DAILY NEWS SERVICE

Online spirits retailer ReserveBar is working with a luxury solutions company to bring a certain segment of clients a new range of services.

The ecommerce player is forming a partnership with The Wall Street Luxury Group, a company specializing in the sales and marketing of high-end assets including, but not limited to, real estate, private jets and superyachts. Adding tailored products from the beverage seller to units within the latter company's U.S. network, the duo is launching ReserveBar Onboard, treating yachting clients, provisions companies, private yacht owners, charter guests, management companies and brokers to customized offerings on the water.

"We're thrilled to collaborate with Wall Street Luxury to help redefine luxury experiences in the yachting world," said Lindsay Held, cofounder of [ReserveBar](#), in a statement.

"Together, our combined efforts will bring forth an elevated level of sophistication and indulgence for our shared clientele, ensuring that their yachting experiences are accompanied by the most exquisite libations in the beverage alcohol space."

Spirits at sea

Placing an emphasis on curated, white-glove touchpoints, the partnership grants The Wall Street Luxury Group's community a range of ReserveBar products.

Yacht owners in the U.S. who are connected to ReserveBar's latest collaborator can now enjoy tasting events, special limited editions and private barrels "at sea."



ReserveBar, known for its luxury options, now looks to the elite clientele of its new partner. Image credit: ReserveBar

The announcement signals a foray into the luxury beverage space on the part of The Wall Street Luxury Group, as the operation expands the volume of perks available to its members.

In return, the spirits retailer is upping interactions with affluent audiences involved with maritime affairs, a group that many others have been courting ([see story](#)).

"We're so excited to bring ReserveBar's ultra-luxury spirits, wine and cocktail e-commerce, exceptional personalized gifts and related services to the superyacht and luxury real estate markets to provide an additional level of exclusive white glove services," said Mark Adrian, CEO of [Wall Street Luxury](#), in a statement.

"Our launch is just the beginning as we build a community with exciting events, exclusive product offerings, discovery and more while ensuring the availability of the best products to suit every need."

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