

FOOD AND BEVERAGE

ReserveBar enters subscription space

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The Barsys Subscription Box will now allow customers to discover premium drinks from home, picking from ReserveBar's spirits and mixers. Image credit: Barsys

By LUXURY DAILY NEWS SERVICE

Online spirits retailer ReserveBar is diversifying its ecommerce channels by way of a new partnership.

The digital marketplace is teaming up with **Barsys**, a cocktail crafting technology company, to create an AI-powered subscription service. Seeking to enhance the home drinking experience together, the duo has placed ReserveBar's luxury wine, liquor and mixers onto the Barsys app, announcing the update at CES 2024 in Las Vegas.

"We're excited to collaborate with Barsys to enhance the cocktail experience for consumers," said Kate Zaman, senior vice president of marketing and partnerships at **ReserveBar**, in a statement.

"Our business has evolved significantly, and our white-label e-commerce solution is at the forefront of our growth," Ms. Zaman said. "Barsys's innovative technology aligns perfectly with our mission to provide consumers with the best possible experience."

Raising the bar

The new Barsys Subscription Box allows customers to discover ultra-premium drinks from home.

Making ReserveBar's listings accessible through its app, members can browse, pick and purchase cocktail ingredients via the service. The experience will be supported by Barsys AI and ReserveBar's suggestions, customized for every user.

The personalization feature adapts to individual preferences and is "tailored to user taste," according to a statement.



ReserveBar is continuing to push for customized services with its latest collaboration. Image credit: ReserveBar

At CES 2024, Barsys also announced the launch of the new Barsys 360 cocktail crafting device and the investment of David Morton, founder of DMK, who now joins the company's advisory board.

"When we embarked on this journey, our vision was clear: to transform the way customers experience mixology at home," said Akshet Tewari, founder and CEO of Barsys, in a statement.

"Through partnerships with both ReserveBar and David Morton, we are excited to further democratize the drinking experience," Mr. Tewari said. "Combined with the Barsys 360, these moves serve as the next step in our continuous improvement upon our customers' home-drinking experience.

"Barsys is committed to pushing the boundaries of mixology in pursuit of the perfect cocktail poured by anyone."

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