

Booze in a Bag™ IT Department Develops the BIAB APP

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Niagara Falls, NY – June 15, 2019 – Booze in a Bag™ (BIAB the “Company”), IT Department headed by Jamie Wilson, has designed and developed the BIAB APP. The APP was developed to assist customers, distributors, and retailers. Customers can simply download the BIAB APP from the Apple Store or Android and locate retail locations to purchase BIAB premium spirits, use “way finding” to the closest retail store, and purchase branded BIAB merchandise” says Jamie Wilson, Director of IT.

BIAB retails its Premium Spirits from a 1.75 Liter Stand-Up Bag that is not only convenient, but non-breakable, lightweight and disposable. “We are going to market with a Premium Vodka, then we will bring in our other Premium Spirits for a much broader selection” says Paul Neelin, Founder.

ABOUT BIAB: BIAB, based in both Western New York and Ontario, Canada was established in October 2017 as the world’s first company to bring a direct spirit in 1.75-liter disposable, stand-up bags. We trademarked and patented certain aspects of this market disrupting opportunity. Our Premium Spirits are retailed in lightweight, very convenient packaging. The long-term goal of Booze in a Bag™ is to provide a quality, budget friendly, Premium Spirit for people that have active lifestyles. Our bulk style, simple packaging, and somewhat generic branding will allow our customers to immediately know exactly what they are purchasing without any explanations.

For more information on BIAB, visit www.biab.buzz

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