

# BIAB Separates Spirits from Hardware under the Parent Company BIAB Holdings

## *BIAB Separates Divisions*

Niagara Falls, NY – April 3, 2020 – Booze in a Bag™ (BIAB the “Company”), To maintain our corporate values and divisional focus we have separated the two divisions. “Spirits and the marketing of Spirits” as one, and secondly, “Hardware” that oversees the Tailgater and Freedom Sinks. Both divisions work in sequence under the parent company BIAB Holdings.

We offer the Tailgater Grill as a “Enter to Win” as customer purchase our Spirits and we can now place our “Digital Hand Washing Stations” at locations where we retail our Spirits. Having 100% access to our “Wireless Digital Screens” while customers are washing their hands is a tremendous marketing advantage for BIAB. One Company, two divisions.

**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 750ml, 1.0 liter and 1.75-liter disposable, stand-up bag. 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](http://www.biab.buzz)

Corporate Office  
515 North Service Road,  
Unit 15,  
Stoney Creek, Ontario  
Canada L8E 5X6  
Tel: (905) 930-9485  
Email: [info@biab.buzz](mailto:info@biab.buzz)

USA Office  
256 3<sup>rd</sup> Street,  
Unit 12,  
Niagara Falls, NY  
143003 USA