

Booze in a Bag™ Launches 1.75 Liter Standup Bag Spirit Line

BIAB – Launches Spirit Line

Niagara Falls, NY – August 24, 2019 – Booze in a Bag™ (BIAB the “Company”), We are proud to announce that BIAB has launched the first of six Premium Spirits retailed in a 1.75 Liter Stand-up bag. In the market today there are several RTD Spirits in Stand-up bags but not a 100% 40 ABV / 80 Proof spirit. We are launching with Vodka that will follow by Bourbon, Tequila, Rum, Gin and Rye Whiskey says Paul Neelin Founder.



It’s exciting times and a long time coming says Diane Hope, Founder. It took us a while to ensure the 1.75-liter bag was 110%, through engineers we had to guarantee that the alcohol would not migrate through the sealant layer impacting the adhesive layer causing potential delamination which was finalized last fall. There are six 1.75 Liter bags per master case and 70 master cases per pallet says Hope.

Launching in DE with coast to coast distribution planned; we will then circle back with our additional new spirits going to market.

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

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