Ready to drink cocktail brand shut down after too many orders is making a comeback

Monday 28 October, 2019

The massive buzz caused by the launch of The Bottled Bartender saw boozy Brits overwhelm company capacity. The company has since restructured to match the scale of demand, acquiring three new directors and a new business model. The company has already raised £50,000 and are opening investment opportunities allowed anyone to become a shareholder.

“Consumers are fed up with paying extortionate prices for a decent drink," says Nick Lewis, founder and Operations Director of The Bottled Bartender. “What makes The Bottled Bartender unique is that we only use premium ingredients, the exact same spirits and mixers a swanky cocktail bar would use – but at a fraction of the price. Our drinks aren’t an imitation of the real thing, they are the real thing. And they’re delivered straight to your door.”

The ready-to-drink (RTD) cocktail market is booming. According to Nielsen, the UK cocktail market is valued at £587 million, experiencing 9.5% growth in 2018, with RTD cocktails seeing 40.7% growth in sales the same year.

However, “current RTD offerings are poor,” Nick states, “with minimal ingredient transparency, low-grade spirits, and dismal ABV. We are 100% transparent because we can be. We only use the best ingredients. We believe our drinks are the best on the market.”

The company is expanding. They are selling equity via the Crowdcube platform, and are doing well so far, having secured £47,770 (79% of their £60,000 target).“The cocktail industry is ripe for disruption,” says Nick. “The excess demand last year was great market validation. Now we’re raising funds in order to expand operations. It’s very exciting. We will be open for business soon.”

About The Bottled Bartender

The Bottled Bartender is a premium cocktail delivery service based in Bristol, UK. It specialises in the manufacture, marketing and distribution of single-serve, premium cocktails to the trade, events and home markets.

The idea for the company came in 2017. Nick was yearning for a decent cocktail without having to buy expensive ingredients and faff about mixing them. Lo and behold the idea for a high-end cocktail delivery service was born!

A year later, *Cosmopolitan* published they were **'very excited for this little discovery'** while *The Sun* opined **'This is the announcement you've been waiting for'**. They also received press coverage from *The Metro* and *Pretty 52*, causing a surge in website orders while the business was still being trialled from Nick's kitchen!

Media:





Related Sectors:

Food & Drink ::

Related Keywords:

Ready :: Drink :: Cocktails :: Investment :: Crowdfunding :: Trade :: Events :: Premium :: Spirits :: Growth :: Cocktail ::

Scan Me:

Company Contact:

The Bottled Bartender

T. 07380189666
E. nick@thebottledbartender.co.uk
W. https://www.thebottledbartender.co.uk/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.thebottledbartender.pressat.co.uk