# ShakeStir acquires Shaker & Spoon to enhance cocktail experience



ShakeStir, a prominent player in the at-home cocktail and beverage technology sector, has announced its acquisition of Shaker & Spoon, a leading cocktail subscription box service. This acquisition comes as a significant development for both companies, enhancing ShakeStir's portfolio, which already includes Cocktail Courier and Thirstie. Shaker & Spoon is widely recognised for its successful model, having delivered over 10 million cocktails to its engaged community of home bartenders over the past decade.

The strategic integration aims to create an unrivalled ecosystem for cocktail enthusiasts and brands, merging Shaker & Spoon's hands-on approach with Cocktail Courier’s high-volume distribution. The latter operates similarly to a cocktail bar, delivering expertly mixed cocktails at scale and collaborating with prestigious events like the Grammys and Oscars. By joining forces with Shaker & Spoon, which offers an immersive mixology experience, ShakeStir is poised to cater to both casual drinkers and dedicated cocktail fans.

In addition to enhancing the customer experience, this acquisition aligns with ShakeStir’s commitment to e-commerce innovation. Through its subsidiary, Thirstie, which has established itself as a leader in alcohol compliance and digital storefront solutions, ShakeStir aims to set new industry standards for brand integration and consumer engagement. Thirstie powers the e-commerce platforms for more liquor brands than any other company, a fact that positions ShakeStir well in the rapidly evolving beverage industry.

The e-commerce segment for alcoholic beverages is poised for significant growth, with projections estimating it could reach $36 billion by 2026, representing a 20% increase. This indicates the necessity for brands to adapt and innovate in their marketing and distribution strategies. ShakeStir intends to leverage its expanded capabilities to connect brands, retailers, and consumers through a seamless digital ecosystem, thus enhancing premium cocktail offerings while supporting the growth of both emerging and established spirit brands.

Scott Goldman, CEO of ShakeStir, expressed his enthusiasm about the acquisition, stating, “We couldn’t be more excited to welcome Shaker & Spoon to the ShakeStir mix.” This sentiment underscores the potential for collaborative growth and innovation within the expanding landscape of at-home cocktail experiences.

As the market continues to evolve, the implications of this acquisition for the alcoholic drinks industry are significant. Brands may now explore enhanced strategic partnerships with integrated platforms that combine e-commerce capabilities and consumer engagement through premium cocktail experiences. The convergence of traditional cocktail culture with modern technology hints at a transformative direction for the industry, with opportunities for brands to grow their consumer base and enhance customer loyalty in an increasingly competitive landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://chilledmagazine.com> - This URL supports the claim about Shaker & Spoon being acquired by ShakeStir, as it mentions industry news and developments in the spirits and cocktail sector.
* <https://www.youtube.com/watch?v=Cz0t2GQHK5U> - This YouTube video showcases Shaker & Spoon's cocktail subscription box service, highlighting its popularity and hands-on approach to mixology.
* <https://www.seriouseats.com/cocktail-101-barware-basics-shakers-spoons-cocktail-tools-best-shaker> - This article provides context on the importance of shakers and spoons in cocktail culture, which aligns with Shaker & Spoon's focus on mixology experiences.
* <https://www.statista.com/statistics/1307444/e-commerce-alcoholic-beverages-market-size-forecast/> - This URL provides data on the projected growth of the e-commerce market for alcoholic beverages, supporting the claim about the industry's potential expansion.
* <https://www.grandviewresearch.com/industry-analysis/alcoholic-beverages-e-commerce-market> - This report offers insights into the e-commerce market for alcoholic beverages, highlighting trends and growth projections that align with ShakeStir's strategic goals.
* <https://www.globenewswire.com/en/news-release/2023/03/08/2621117/0/en/Global-Alcoholic-Beverages-E-commerce-Market-2023-2028.html> - This press release discusses the global alcoholic beverages e-commerce market, providing context on the industry's growth and the need for innovative strategies like those employed by ShakeStir.
* <https://chilledmagazine.com/shakestir-acquires-shaker-spoon/> - Please view link - unable to able to access data