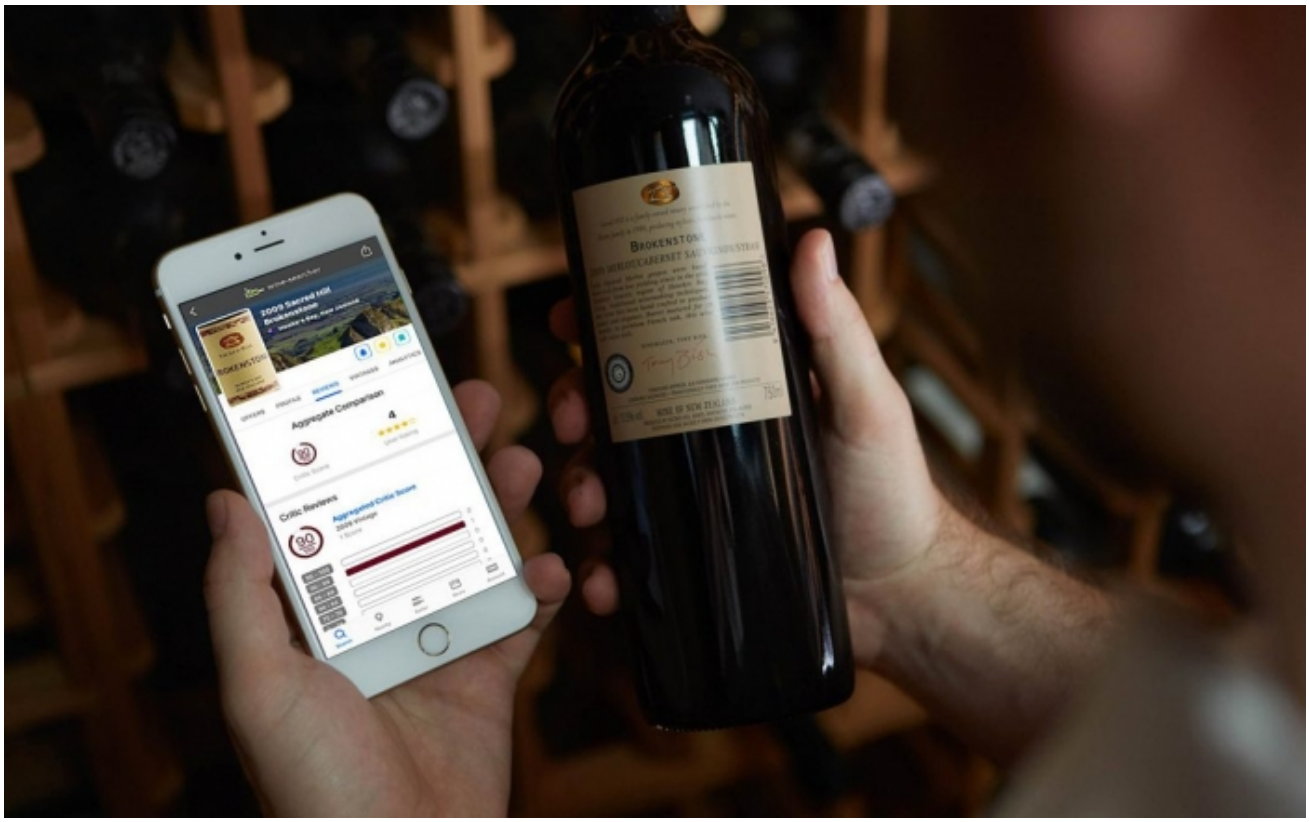
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Flaviar acquires Wine-Searcher, a major leap in beverage alcohol e-commerce

How flaviar's acquisition of wine-searcher revolutionizes alcohol e-commerce

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In a move signaling significant growth and expansion in the global beverage alcohol market, Flaviar, Inc. has recently announced its acquisition of Wine-Searcher, solidifying its position as a dominant force in the industry. This strategic acquisition marks a pivotal moment, not only for Flaviar but for the entire bev-alc e-commerce landscape.

Established in 2012, Flaviar has carved a niche for itself in the burgeoning online alcohol market, offering immense value to consumers, retailers, and brands through its diverse business operations. The company's expertise in spirits and e-commerce, particularly in the US and European markets, has been instrumental in its growth. Earlier this year, Flaviar's acquisition of Barcart, a technology company, further strengthened its position, demonstrating its commitment to leading the digital transformation in the beverage alcohol sector.

Wine-Searcher, founded in 1999, stands as the world's largest database of product, price, and availability information in the global beverage alcohol sector. Known for its commitment to transparency and independence, Wine-Searcher has been a valuable resource for both consumers and the trade, offering unmatched product information, high-quality content, and proprietary market data and research. The platform's extensive database, boasting nearly 18 million listings from over 33,000 vendors across 126 countries, has become an indispensable tool in the industry.

Jugoslav Petkovic, Flaviar's co-founder and CEO, highlights the complementary strengths of the two entities. "This is a classic case where the sum is greater than the parts," he states. The combination of Flaviar's e-commerce prowess and Wine-Searcher's extensive database and wine expertise promises to enhance the overall consumer experience and provide additional tools and resources for industry participants.

Martin Brown, the founder of Wine-Searcher, expressed confidence in the acquisition, stating that the best days for the platform are still ahead. Julian Perry, CEO of Wine-Searcher, echoed this sentiment, emphasizing the new capabilities that Flaviar brings, particularly in facilitating e-commerce sales—a domain previously untapped by Wine-Searcher.

The acquisition coincides with Flaviar's ongoing strategic partnership with RNDC, one of the leading beverage alcohol distributors in the US. Nicholas Mehall, CEO of RNDC, points to the accelerated digital transformation in the industry as a key outcome of this collaboration. With e-commerce penetration in beverage alcohol sales still relatively low, especially in the US, Flaviar's expansion and integration of Wine-Searcher's capabilities are poised to capitalize on significant growth opportunities in the sector.

The acquisition, facilitated by Akur Capital with undisclosed terms, marks a new chapter for Flaviar in its journey towards becoming the leading operating system for global beverage alcohol e-commerce. It not only bolsters Flaviar's existing capabilities but also promises to bring a wave of innovation and enhanced services to the industry, benefiting consumers, retailers, and brands alike.