

# BIAB Creates and Develops the “Stadium Series™” Brand

*Following our outdoor, sports related lifestyle, we are launching the Stadium Series™ Brand.*



Stoney Creek, Ontario Canada – October 26, 2020 – Booze in a Bag™ (BIAB the “Company”) - We are pleased to announce the launch of the “**Stadium Series™**” brand into the market. The brand has been in existence for several months, and we have applied the brand and logo to several of our spirit packages for market testing and sales. “We will continue to grow the brand through the North American and Global Markets”, says Paul Neelin, Founder. We like and chose the name “**Stadium Series™**”, as it applies and is generic to Stadiums in general. This could include but not be limited to Baseball Stadiums, Football Stadiums, Cricket, Rugby, or Soccer Stadiums.

As we grow the brand, and in some cases, we plan to partner with National Sports Leagues as their “Official Spirit” of that particular sport. “We are about convenience; the lightweight, shatterproof packaging is geared to the outdoor lifestyle” says Diane Hope, Founder.

**ABOUT BIAB:** BIAB, based in both Western New York and Ontario, Canada was established in 2018 as the world’s first company to bring a direct alcohol – 40% ABV – 80 Proof, retailed in a 200ml, 500ml, 1.0 liter and 1.75 liter disposable flex-bag. We trademarked and patented certain parts of the flex bag that allows BIAB to stand out in the marketplace. With focus on the outdoor lifestyle, our Premium and Super Premium Spirits are retailed in lightweight, shatterproof, very convenient, eco-friendly packaging. Once empty, it is a tremendous space saver. Shortly, BIAB will be announcing a co-branding partnership with a major sports league, along with several and additional co-branding partnerships in the future.

For more information on BIAB, visit [www.biab.buzz](http://www.biab.buzz)

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