



FOR IMMEDIATE RELEASE

BevAlc360° Launches Digital Shelf Solution to Fix Inaccurate Product Content and Boost Ecommerce Performance for Beverage Alcohol Brands

New SaaS platform keeps product detail pages accurate and turns static content into high-converting brand experiences that drive sales.

April 29, 2026 (New York, NY) — BevAlc360° (www.bevalc360.com) today announced the launch of its centralized SaaS platform purpose-built for the three-tier system, addressing one of ecommerce's most persistent problems: inaccurate, inconsistent product detail pages (PDPs) that create operational inefficiencies, confuse shoppers, and result in lost sales.

As consumer discovery and purchasing continue to shift online, the PDP has become a critical driver of conversion, on-shelf sales rate and return on ad spend. Yet across beverage alcohol online retailers and marketplaces most PDPs still rely on basic bottle shots and limited, often outdated information, failing to reflect the strength of the brands behind them.

BevAlc360° solves this problem. As a centralized platform and single source of truth for supplier product content, BevAlc360° enables brands to manage and structure product data once, then syndicate accurate, consistent updates, in real-time across every integrated channel.

“What began as a focus on better storytelling has evolved into a connected ecosystem where structured, brand-approved content flows through APIs, powers richer PDPs, and feeds the next generation of AI-driven discovery,” said **Deborah Brenner, Founder & CEO of BevAlc360°**. “Our purpose is to make sure PDPs are accurate and bring real product storytelling by season, occasion, and container size into the moment of purchase where it can directly influence whether a shopper converts or walks away.”

“BevAlc360° enables Campari to extend our digital shelf strategy by elevating and standardizing our online presence with rich PDPs that go beyond basic imagery and copy,” said **Emily Bibeault, Ecommerce and Digital Director, Campari America** (www.camparigroup.com). “Through immersive brand storytelling, recipes, and hero content, BevAlc360° helps Campari strengthen shopper trust and build brand equity at the moment of purchase.”

BevAlc360° activates product content across the digital shelf, unlocking the full value of assets brands already own. While suppliers have invested in high-quality images and video stored in DAM and PIM systems, only a fraction of that content reaches the PDP. Designed to work alongside these existing systems, BevAlc360° transforms static PDPs into dynamic, conversion-focused storytelling experiences through its proprietary story carousel, bringing product data and rich media to life at the point of purchase.

Through a strategically aligned technology integration with **Bottlecapps™** (www.bottlecapps.com), a leading mobile-first ecommerce and customer engagement platform for independent beverage alcohol retailers, BevAlc360° is now API-integrated across more than 1,750 retailer apps and websites, in across 43 states and 3 Canadian provinces.

For the first time, beverage alcohol suppliers can see PDP-level performance across this network. By combining BevAlc360°'s PDP-level analytics with Bottlecapps; BottleSense™ near-live sales and consumer insights, suppliers gain a never-before-available view from product story to sell-through, breaking new ground in how beverage alcohol brands plan, activate, and optimize the digital shelf.

Early adopters gain a competitive advantage in a rapidly evolving ecommerce landscape. As reported by [Nielsen IQ](#), “Early adopters of enriched, storytelling-driven PDPs will be the brands that win the digital shelf every day and own the OND 2026 selling season.”

To learn more or request a demo, visit www.bevalc360.com.

About BevAlc360°

BevAlc360° is a centralized SaaS platform built by beverage alcohol industry leaders to transform disconnected product data into compelling, consistent product detail pages (PDPs) across all integrated channels. By connecting brand assets and its proprietary product story carousel, BevAlc360° turns static PDPs into dynamic, conversion-focused experiences that prepare brands for an increasingly AI-driven digital shelf. Designed for seamless integration, BevAlc360° makes it easy for retailers, marketplaces, operators, and technology partners to connect via API, unlocking higher-quality digital shelf experiences at no cost, all without adding operational complexity. To learn more or request a demo, visit www.bevalc360.com.

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