BevAlc360° Advances to Top Three in 2027 DISCUS Innovation Showcase

Beverage alcohol technology company pitch highlights three critical gaps across the beverage alcohol digital shelf and the innovative solutions its platform provides.

FOR IMMEDIATE RELEASE

November 19, 2026, **(New York, NY)** - BevAlc360°, a beverage alcohol platform connecting product accuracy, immersive brand storytelling, and PDP-level analytics to transform the digital shelf, has advanced from a field of six finalists to the top three innovators in the Distilled Spirits Council of the United States' 2027 Innovation Showcase. First, second, and third place will be announced at the DISCUS Annual Conference, March 15–17 in Washington, D.C.

Among the highlights of BevAlc360°'s pitch was a compelling real-world result: a **23.3% increase in sales** observed following the implementation of enhanced product detail pages (PDPs) powered by BevAlc360° for a participating brand's product.

The pitch showed how three innovative tools address these gaps on the beverage alcohol digital shelf:

Enhanced Brand Experience: BevAlc360° solves an industry-wide problem by unlocking supplier's investment into high-quality images and video content. It's proprietary Product Story Carousel transforms a static product detail page into a dynamic, interactive brand experience. With the integration of its API, supplier-approved core and enhanced content is updated in real-time across all channels. Also, since BevAlc360° lives natively on the PDP, it is optimized for AI and LLM search and discovery.

PDP-Level Analytics: BevAlc360° introduces unprecedented PDP-level visibility across the digital shelf, finally connecting enriched product content and retail media performance to measurable business outcomes. For suppliers, BevAlc360° helps prove which content, campaigns, and digital investments drive real increases in conversion and velocity, transforming PDPs from static product pages into measurable revenue drivers. For retailers and marketplaces, BevAlc360° provides actionable insight into how enriched content impacts shopper engagement, basket building, and sales performance across categories and brands, enabling smarter digital merchandising and stronger supplier collaboration.

UPC Resolver: Central to the presentation was BevAlc360°'s industry-first UPC Resolver, a product identity resolution system that connects mismatched UPCs, retailer-specific codes, and varying product descriptions to one unified product record. High-confidence matches are resolved automatically, while uncertain matches are flagged for human review, with every approved match strengthening the system. By addressing the identification errors behind missing content, incorrect product matches, and broken links, the UPC Resolver helps ensure the right content reaches the right retailer product page while reducing manual work for suppliers and retailers.

“A supplier can invest in brand content and retail media, but when a shopper clicks through, they may find little more than a bottle shot,” said **Deborah Brenner, Co-Founder and CEO of BevAlc360°**. “We built BevAlc360° to get the correct content onto the right product page, give shoppers a reason to choose the brand, and show suppliers what shoppers engage with. We’re grateful to DISCUS for the opportunity to bring that work to the industry.”

Built by industry veterans to address essential gaps, BevAlc360° offers a scalable solution that is actively shaping the future of beverage alcohol ecommerce and exemplifies the innovation, leadership, and industry impact recognized by the DISCUS Innovation Showcase.

For suppliers and retailers interested in the platform and how it can contribute to increased sales, visit www.bevalc360.com to request a demo or inquire about pricing.

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About BevAlc360°

BevAlc360° is an innovative platform transforming the beverage alcohol digital shelf through product accuracy, powerful brand storytelling, and measurable shopper engagement. Built by beverage alcohol industry leaders, BevAlc360° empowers suppliers to manage and syndicate accurate product information, bring their brands to life at the point of purchase, and gain actionable insights into digital shelf performance. Through three proprietary solutions—UPC Resolver, Product Story Carousel, and PDP-level analytics—the platform connects brands and retailers to deliver consistent, engaging product experiences that build shopper confidence and drive conversion. Learn more at www.bevalc360.com

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