

Sip Direct launches Bartending as a Service

Sip adds Bartending Services to Pan India portfolio for home & corporate events.

**Come,
Sip with us!**

**Rent
Complete
Professional
Barware
Setup**

**Hire a
Bartender
Tailored to
Your Needs**

**Multiple
event formats**

sipdirect.com

sip

kolkata, West bengal Apr 22, 2024 ([Issuewire.com](https://www.sipdirect.com)) - Sip Direct (<https://www.sipdirect.com>) has been active in West Bengal for close to a year, joining the ranks of Swiggy, Dunzo, and Spencer's Retail to deliver Liquor in the State Capital as per prevailing guidelines. The platform offers a wide catalogue of beverages, barware, product information, recipes, blogs, and more.

Operating under the brand name "Sip Direct" or simply "Sip" they have recently added Pan India

operations to their portfolio, leading with two key services: (a) bartending services on demand and (b) home delivery of select barware items and mixers. As a one-stop shop for all beverage-linked requirements, Sip Direct is well-positioned to connect upcoming & established bartenders, mixologists, and sommeliers to interested consumers.

Shivam Tiwari leads the bartending vertical and said, “Post-pandemic, the demand for on-call bartending for home and corporate events has been on the rise. Consumers are eager to taste a wider range of cocktails and mocktails, and bartending-on-call offers a great way to do so in the company of your friends or colleagues.”

The service is accessible here: The page can be accessed here: <https://sipdirect.com/hire-bartender-online>. Alternatively, upon visiting the site, there is an option to choose ‘pan-India’. For all consumers outside of the operating cities, this will grant access to a variety of barware, bar accessories, and mixers, in addition to booking a bartender under the Sip Assist option. Simply add your contact details and a brief of your requirements, post which the Sip Direct team shall revert with the right options to discuss and block, with digitally enabled payments.

Saksham Kanwar from the Product Management vertical highlighted that “We are working towards a seamless interface to let consumers discover and purchase a suite of products and services linked to their beverage requirements. While it is still early days for the service, initial traction and feedback have both been excellent, and Bartending as a Service is poised to play a key role in Sip Direct’s growth journey”.

The platform is built as a progressive web app (PWA), and no separate download from the Play Store or App Store onto the phone is required; neither does the app have to be frequently updated. Sip urges consumers to sip responsibly and in moderation.

Media Contact

Ontap Direct Private Limited

media@sipdirect.com

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