

Sipsy Opening First Flagship Location in Los Angeles

Sipsy, the online alcohol delivery service is opening its first flagship brick-and-mortar store in East Hollywood on March 27, 2023.



Burbank, California Mar 21, 2023 ([Issuewire.com](https://www.issuewire.com)) - New Flagship Location

4003 Beverly Blvd,

Los Angeles, CA 90004

Sipsy, Los Angeles' favorite alcohol delivery service is opening its first flagship brick-and-mortar store in East Hollywood on March 27, 2023 - with plans to continue expanding across the LA area.

Sipsy launched its on-demand service in 2019 to get alcohol and other convenience items delivered without the high cost of delivery markups or delivery fees. Now, people in LA can experience Sipsy IRL with the opening of its first Sipsy-branded location. With a focus on supporting local liquor brands, Sipsy will feature up-and-coming products produced by local Angelinos. Open for walk-ins, guests can pop by the Sipsy store and choose from traditional brands, and new and locally produced items, and even buy cocktail sets curated by local bartenders.

With the opening of the East Hollywood location, Sipsy will offer free local delivery to the following locations in addition to the areas it already services in the Valley:

- East Hollywood
- Hollywood
- Korea Town
- Silver Lake
- Los Feliz
- West Hollywood
- Mid City

Guests can expect a fun and curious boutique-style aesthetic, similar to Sipsy's website. The store is about 2,400 square feet with free on-site parking.

Sipsy is planning to open more locations throughout Los Angeles in the Hollywood, West Hollywood, Santa Monica, Venice, Brentwood, Marina Del Rey, Sherman Oaks, Tarzana, and Encino areas.

About - Sipsy is women-founded and owned by local Angelino, Hala Shamas. Hala started her career in media and entertainment, and in 2019, she saw an opportunity to take her family's liquor business digital. Her family's stores were already offering local delivery through delivery apps such as door dash and Uber, but these apps significantly cut into the business' already small margin. She listened to her customers who complained about the high delivery fees and markups they paid through these third-party apps. With the launch of its on-demand service, Sipsy was able to deliver alcohol without adding delivery fees or marking up the products because they cut out the third-party platforms and went direct to consumers.

In 2021, Sipsy also started offering nationwide shipping as demand for alcohol delivery expanded outside the local delivery area. Today, Sipsy ships alcohol, beer, and wine to 40+ states.

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