



FLAVIAR CELEBRATES THE HOLIDAYS WITH THE LOST ART OF DISTILLATION

*Just in Time for the Holidays, America's #1 Luxury Spirits Membership Club Announces
Its Always Sold Out Whiskey Advent Calendar*

New York, NY (August 23, 2023) Flaviar, Inc. introduces the perfect gift for whiskey lovers just in time for the holiday season with [The Lost Art of Distillation – The Amber Kingdom](#), a signature advent calendar of unforgettable whiskeys from around the world. The advent calendar features 24 50mL glass vials of award-winning whiskey from 8 countries, 2 exclusive Glencairn tasting glasses and a tasting journal to enjoy guided at-home tastings of each whiskey. Each purchase also comes with free 12-month Flaviar Black Membership. The Lost Art of Distillation will start at \$250; a discount applies when purchasing multiple advent calendars. In addition to the online sales, Flaviar will launch a unique version of The Lost Art of Distillation in select brick-and-mortar retail stores across the US starting October 1.

Flaviar is a spirits membership club and retail store that helps members propel their palates to the next level, find new favorites through comparative tasting, and grant access to rare and unique spirits. The holiday advent calendar, now in its 6th year, is the brand's most coveted gift set of the year, featuring award-winning Whiskey from around the world. This advent calendar is designed to deliver a true Flaviar experience as an unforgettable whiskey adventure to be enjoyed this holiday season.

"Every year since its first release in 2018, advent calendar is Flaviar's most highly anticipated release of the year and a sure sellout. And since our spirits curators often need to channel their inner Indiana Jones, we decided to really lean into the adventurous theme this year – hence the name "The Lost Art of Distillation," shared Flaviar Co-Founder Grisa Soba. "Finding 24 whiskeys worthy of inclusion is a challenge we take seriously and I'm extremely proud that the 2023 advent calendar selection is truly the best one so far. I cannot wait to see Flaviar fans embark on another Whiskey odyssey with us."

Each The Art of Distillation – The Amber Kingdom Advent Calendar features:

- Twenty-Four (24) award-winning Whiskeys including gold medal & 90+ point scorers including:
 - o Sagamore Spirit Rye Whiskey,
 - o J.J. Corry The Hanson Whiskey
 - o Uncle Nearest 1856 Premium Aged Whiskey
 - o Starward Solera
 - o Black Button Distilling Pre-Prohibition Style Straight Bourbon
 - o Filey Bay Flagship Single Malt
 - o Frey Ranch Bottled-in-Bond Rye
 - o Famous Grouse Smoky Black Scotch Whisky
 - o Stauning Rye

- o Breckenridge Port Cask Finish Bourbon
- o Sliabh Liag Distillers The Legendary Silkie Whiskey
- o Sonoma Distilling Co. Cherrywood Smoked Rye
- o Lochlea Distilling Co. Our Barley Single Malt Whisky
- o Limestone Branch Distillery Yellowstone Whiskey
- o Bushmills 12 Year Single Malt Whiskey
- o Chichibu / Ichiro's Blended Malt and Grain
- o Copper Fox Rye
- o Naked Malt Scotch Whisky
- o Journeyman Featherbone Cask Strength Bourbon
- o Minor Case Rye
- o Limavady Single Barrel Irish Whiskey
- o High Wire Distilling Jimmy Red Straight Bourbon
- o Pōkeno Whisky
- o Deer, Bear & Moose Highland 2007 Single Malt Scotch Whisky
- Two (2) collectible and exclusive Glencairn glasses
- One (1) tasting journal with educational materials on whiskey tasting, product information about the Whiskeys and space for your notes

As part of this unique gift, Flaviar is offering a one-year Black Membership to recipients of The Lost Art of Distillation that will grant early-bird access, preferential pricing and free shipping on select products. Each box will contain a postcard with a QR code that can be used to activate the membership and immerse new members into the exciting Flaviar world of discovery.

The Lost Art of Distillation – The Amber Kingdom is available now for pre-sale with limited quantities via the Flaviar website. For more information, please visit www.flaviar.com and on Instagram [@flaviar_com](https://www.instagram.com/flaviar_com).

###

PRESS CONTACT: CURICH|WEISS

Marc Mazauskas | mazauskas@curichweiss.com or Joe Gallo | gallo@curichweiss.com

About Flaviar, Inc.

Flaviar, Inc. is a global spirits company with four unique verticals: the [Flaviar Club](#), the world's largest premium spirits club, [Caskers](#), the direct-to-consumer retail marketplace, The Beverage Bureau, a consultancy for spirits companies, and Supermassive, the group that is involved in the creation of unique spirits products.

Through these four verticals, Flaviar provides a unique experience for consumers to discover and engage with one-of-the-kind brands while also offering proprietary data to alcohol companies in addition to providing a marketplace to find new customers.

For more information about Flaviar membership benefits, click [here](#).