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CRAFT SPIRITS CELEBRATION BRINGS TOGETHER ADVENTUROUS SPIRITS

Evening of Fine Spirits and Food Encourages All That ‘Tasting is Believing’

NEW YORK, NY (September 2017) – This coming September, the beloved Craft Spirits Celebration returns to New York City for the fifth year in a row. This exclusive event will bring together distillers, connoisseurs and spirits newbies on a tasting journey around the world for an experience of exquisite stories and flavors from Kentucky to Austria that will be further enhanced with suggested savory and sweet food pairings available.

The event is organized by Flaviar, the online spirits club for the explorers at heart, who have hand selected a variety of over 30 brands and over 100 expressions that represent a wide array of offerings from around the world. Guests will have an opportunity to seek out and taste rare, exclusive offerings from global powerhouses such as Oban, Woodford Reserve and Dictador to small craft producers such as FEW, WhistlePig and Ilegal Mezcal. Guests will be led through a nosing and tasting of each spirit and the theme of the evening, “Tasting is Believing,” will be enhanced through carefully curated food pairings designed to complement various spirit offerings.

By tasting and learning about the spirits through the people behind the brands, all are encouraged to enjoy the world of fine spirits to find their favorites and use the newfound knowledge to develop and personalize their home bar with new and niche brands.

Date: Thursday, September 14, 2017

Location: Houston Hall, 222 W. Houston Street, New York City

Time: 6:00 – 9:00pm

Cost: \$79

Tickets: <https://flaviar.com/craft-spirits-celebration>

“The Craft Spirits Celebration is all about bringing together people to explore fine spirits and connect with the community of likeminded people,” said Grisa Soba, co-founder of Flaviar. “Our Flaviar community gives us the ability to source spirits that they would not be able to get their hands on otherwise. In addition, we have been fortunate enough to be able to develop our own private bottlings as an exclusive offer, thus expanding the tasting experience.”

For Flaviar, this is another step towards fulfilling its goal of becoming the go-to source for everyone who wants to explore the world of fine spirits. For a membership fee, Flaviar members receive themed Tasting Boxes and other benefits, including private bottlings, free shipping, content on fine spirits, and access to exclusive offers, such as the Craft Spirits Celebration.

Ticket price includes a custom Flaviar branded Glencairn glass, spirits tastings and food pairings. Tickets to the exclusive event are available via link on the Flaviar website and all attendees must be at least 21 years of age.

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About Flaviar

Flaviar was born out of frustration about how inaccessible the world of fine spirits is today. Not only is it impractical and prohibitively expensive for consumers to explore fine spirits through full size bottles, brands also struggle to affordably reach larger audiences. This inspired a spirits aficionado and craft distiller to launch a service which would enable large-scale discovery driven by side-by-side sample tasting. Today Flaviar is a 21st Century membership club that helps each and every member develop their own tastes as they curate a home bar that is more eclectic, more exotic and more personal than the world's best speakeasy. The features of the membership include quarterly mail-order Tasting Boxes, live experiences, insider knowledge, private bottlings, access to rare spirits, member reviews and a database of over 20,000 spirits. The community is designed to help members navigate a vast landscape of various flavors and terroirs to find their spirit in the spirit world. Visit their website at www.flaviar.com.