

## FOR IMMEDIATE RELEASE

## Bring the Holiday Cheer this Year With a Boozy Advent Calendar

Flaviar Whiskies of the World 2020 Advent Calendar released on pre-sale

August 18, New York. Back by popular demand **Flaviar**, the leading members club for fine spirits enthusiasts, has released its 2020 Whiskies of the World Advent Calendar on presale featuring an entirely new selection of whiskies from around the world, to make the 2020 holiday countdown dramtastic.

The Flaviar Whiskies of the World Calendar 2020 will allow whiskey lovers to take a journey of discovery this December with 24 delicious drams from different corners of the world, designed to surprise and delight and ensure whiskey fans will be sipping on something new this holiday season.

Flaviar is known for its focus on flavor and helping people try more new things more often so while of course there are whiskies from the five major whiskey producing nations of Scotland, Ireland, USA, Canada and Japan, the hand-selected lineup also includes some little known wonders of the whiskey world from countries including Italy, Israel and India.

Variety is the spice of life, and this calendar is filled with premium offerings made from corn, malted barley, wheat and rye and utilizes an array of cask finishes to give different flavor profiles.

Without giving away the surprise, to give an indication of the quality and diversity one can expect behind each door, Flaviar Whiskies of the World Calendar 2020 will include the likes of Tennessee's finest Uncle Nearest Bourbon, Kilchoman 2010 Vintage from Islay's farm distillery and a spectacular Compass Box release, Compass Box Juvenile.

Flaviar has filled this calendar with exciting expressions to ensure whiskey lovers will discover some new favorites, hidden gems and unusual offerings such as sherry filled whisky from Wales or a Rye whiskey from the Netherlands for example.

This advent calendar makes for a great gift, it's beautifully presented and contains 24 x 1.70z vials of whiskey, a Glencairn whisky tasting glass, coaster, and a booklet of tasting notes to guide the journey around the world in 24 whiskies.

Those keen to test their taste buds can take advantage of the collectable art-worked whiskey cards included in the booklet which depicts a flavour spiral of the key flavors to be found in each whiskey.

Flaviar Whiskey of the World Advent Calendar 2020 can be ordered online for \$250 – there's currently a 10% pre-sale discount and calendars can also be reserved with a \$75 deposit with the balance falling due in November. Calendars will be shipped in early November and so can be gifted as a Thanksgiving treat in plenty of time for the holidays.

www.flaviar.com/advent calendars

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## **About Flaviar:**

Founded in 2012, Flaviar is the world's largest premium **spirits club**, with operations in the US and Europe. Flaviar offers a better way to experience fine spirits.

Flaviar members enjoy a full suite of benefits including quarterly tasting boxes and full-size bottles sent directly to their home, invitations to exclusive spirits events, access to rare and original spirits available only to members, free shipping, over 200K member reviews and more.

Flaviar is here to help **more** people try **more** new things **more** often.

## Flaviar membership is \$300 per year, or \$95 a quarter.

For more information visit  $\underline{www.flaviar.com}$ 

You've got to try this!