



## FLAVIAR LAUNCHES FIRST PRIVATE LABEL RUM LARGA VIDA XO 2018

### FOR IMMEDIATE RELEASE

New York (September 2018) – Flaviar is excited to announce the launch of Larga Vida XO 2018 rum, the newest addition in their growing portfolio of fine spirits. The all-new, aged rum embodies the celebration of life through various complexities and sweet triumphs. Stemmed from the Spanish phrase “Larga Vida y Prosperidad” which translates to “long life and prosperity,” the liquid boasts bolts of bitter and sweet flavor combinations, embodying the sweetness and bitterness of life.

Keeping up with Flaviar’s core principles and celebrating a spirit of exploration, Larga Vida XO 2018 is a premium and cultured product which can be enjoyed throughout life’s many situations and moods. The introduction of the new rum encourages both connoisseurs and non-expert drinkers to explore this unique spirit and spread the love of not only quality liquor and spirits, but the love for life.

“Flaviar is a community for spirits enthusiasts who are after unique spirits,” said Grisa Soba, Co-Founder of Flaviar. “Larga Vida XO 2018 is our first rum label and our most ambitious project to date, as we have explored and experimented for over three years with full control over the process. We are thrilled to introduce the harmonious flavors of the different genres of rum. Larga Vida XO 2018 is a complex but rounded and balanced blend, resulting from our unrivalled and unique global rum library, and use of a variety of ageing casks. We are confident that current and future members will enjoy Larga Vida XO 2018 every sip of the way.”

Larga Vida XO 2018 was aged in various capacities through Sherry barrels, providing a Sherry-forward flavor, as well as wine and new-oak casks, and charred-oak vats. The liquor is also an artistic blend of nine rums from the world’s top distilleries in Barbados, Dominican Republic, Guadalupe, Guatemala, Guyana, Jamaica, Mauritius, Panama and Trinidad. Resulting from the tropical blend are notes of fried bananas, raisins, Sherry, cinnamon, liquorice, vanilla, brown sugar, orange peel, nuts and spices, leaving a rich, amber color and a Cognac-like smoky finish.

Served from the private bottlings created by Flaviar, Larga Vida XO 2018 is great for all types of occasions, served neat or mixed in cocktails such as Rum Old Fashioned, Dark & Stormy and Jungle Bird, just to name a few.

With only 1,600 bottles in stock since its creation, Larga Vida XO 2018 sits at 40% ABV and can be ordered online at [www.LargaVidaRum.com](http://www.LargaVidaRum.com). Flaviar members can purchase the aged rum for \$55 per 750ml bottle. Following the exclusive members-only presale, there will be a limited number of bottles available for both members and non-members, who can purchase Larga Vida XO 2018 for \$65.

To learn more about Flaviar and to become a member, visit [www.Flaviar.com](http://www.Flaviar.com).



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**About Flaviar – A members-only club for spirits enthusiasts:**

Flaviar is an online spirits club dedicated to providing education, discovery, and unparalleled access to the world of spirits. Born out of frustration of how inaccessible the world of fine spirits is today, Flaviar was designed as a go-to source to explore the full spectrum of fine spirits giving people the chance to build their dream home bar, experience side-by-side sample tastings and have access to extremely rare and hard-to-find spirits. Choosing from global household names to small, regional craft producers, Flaviar aims to bring a vast landscape of flavors and terroirs to its members, giving members a chance to develop their own tastes through:

- Themed Tasting Boxes
- Access to exclusive member-only private bottlings
- Digital Home Bar
- Original content on fine spirits
- Live experiences and curated regional tasting events hosted by Flaviar, distillers and brand ambassadors alike, in select markets across the country
- Free shipping on full-size bottle purchases

Flaviar's membership is an annual fee of \$210. For more information and to sign up, visit [www.flaviar.com](http://www.flaviar.com).