



Flaviar features

# Martha Stewart

## in a new Holiday Campaign

And earns a Martha's Good Things Stamp of Approval

**November 23, 2021, New York.** Flaviar, the club for spirits enthusiasts, has appointed home entertaining and lifestyle expert Martha Stewart as the face of its 2021 Holiday campaign. In a specially released [video](#) that will be promoted across media platforms, Martha Stewart shares the [recipe to her favorite eggnog](#), a richly indulgent cocktail that's the perfect treat to serve your loved ones while entertaining this holiday season. The recipe incorporates spirits offered with a Flaviar membership.

“Recently, I discovered Flaviar. It is a membership club for fine spirits enthusiasts who want to sample and enjoy interesting and flavorful whiskeys, bourbons, rums, gins, tequilas, brandies, and cognacs,” says Martha Stewart. “Flaviar sends members samplers and also full-size bottles of spirits every three months. It's such a convenient and fun way to try something new.”

Flaviar offers members the unique experience of discovering new flavors and uncovering rare hidden gems. This holiday season, Flaviar memberships will be featured as one of Martha's *Good Things* on Martha.com. *Good Things* are exceptionally useful products that embody three core values: function and innovation, quality at a value, and beauty. Martha Stewart is a longtime authority on these special finds, which are trusted to be best-in-class.

“This holiday season I recommend a Flaviar membership as a great gift for anyone who appreciates fine spirits and trying new things, your loved ones will embark on an amazing journey in the world of spirits, through sampling, education and with just the right touch of exclusivity.” says Martha Stewart. “A Flaviar membership is the perfect holiday gift - and what I'll be sharing with friends and family this year.”

For more details visit <https://flaviar.com/martha/> or <https://martha.com/our-partners>

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### **About Flaviar:**

Founded in 2012, Flaviar is a club for spirits enthusiasts that helps members propel their palates to the next level, find new favorites through comparative tasting and share their passion for a fine tittle with friends and family. Flaviar helps members navigate the spirits world with epic selections of exclusive, hard-to-find and private bottlings accompanied by guided video on demand tutored tastings and events that make learning and exploring together fun.

*All Access Flaviar annual membership for spirits enthusiasts who want it all is \$349. Standard membership for more casual sippers is available from \$149.*

For more information visit [www.flaviar.com](http://www.flaviar.com).

### **About Marquee Brands/Martha Stewart:**

Marquee Brands is a leading global brand owner and marketer. Owned by investor funds managed by Neuberger Berman, one of the world's leading employee-owned investment managers, Marquee Brands targets high quality brands with strong consumer awareness and long-term growth potential. Marquee Brands seeks to identify brands in various consumer product segments with the goal of expanding their reach across retail channel, geography and product category while preserving the brand heritage and enhancing the ultimate consumer experience. Through its global team of professionals and partners, Marquee Brands monitors trends and markets in order to grow and manage brands in partnership with retailers, licensees and manufacturers through engaging, impactful strategic planning, marketing, and e-commerce. [www.marqueebrands.com](http://www.marqueebrands.com). In 2019, Marquee Brands acquired the Martha Stewart brand, which reaches approximately 100 million consumers across all media and merchandising platforms each month. Martha Stewart is the Founder of Martha Stewart Living Omnimedia and America's most trusted lifestyle expert and teacher. Her branded products can be found in over 70 million households and have a growing retail presence in thousands of locations.