



EMBARGOED UNTIL - 30 March 2021

One year on...

Flaviar increases customer base by 196%

Tequila the fastest growing spirits category

30 March 2021, New York, Flaviar, the world's largest online spirits club, has seen its customer base grow by 196% over the past 12 months, outpacing the overall rise in spirits e-commerce. Tequila has emerged as the fastest growing spirit category of the same period with sales up +526%. Record growth has also been observed for vodka, Irish whiskey, American whiskey, and bourbon.

This extraordinary development of the Flaviar brand demonstrates it isn't simply convenience consumers have been seeking over the past year, but also exploration, education, and entertainment. Flaviar has always been digital first and its doubling down on virtual programming and live flavor experiences has helped to more than double its membership base (+115%) in 12 months and has offered people the opportunity to share a moment together and learn a thing or two in a fun environment. The movement has proved exceedingly popular and helped the brand accumulate over 10 million video views on its YouTube Channel in a year.

Flaviar's Unboxing Flavor series allows members to join regular tutored tasting sessions, hosted by Brad Japhe. Members can claim the relevant tasting box in advance and open it up in real time to connect with other spirits aficionados, level up their knowledge, or geek out with their friends.

Flaviar has continually provided exclusive access to incredible spirited experiences and brings members closer to legends in the industry. Events have ranged from whisky blending tutorials with WhistlePig's Pete Lynch to exclusive film screenings and Q&As with Jim McEwan and Adam Hannett of Bruichladdich fame. Flaviar's annual [Craft Spirits Celebration](#) which unites spirits lovers and producers for an entertaining evening that celebrates craftsmanship and

camaraderie was brought online and extended for a full month of edutainment and culminated in setting a Guinness World Record for the world's largest virtual toast.

Flaviar key growth stats, March 2020-February 2021:

- Total number of customers increased by 196%.
- Flaviar has more than doubled its membership base (+115%).
- Flaviar has shipped over 1 million spirits samples over the past year.
- The number of US cities Flaviar delivers to has expanded by 40%.
- Top 5 fastest growing spirits categories on Flaviar, Tequila (+ 527%) Vodka (+408%), Irish Whiskey (+376%), American Whiskey (+376%), Bourbon (+345%).
- The craft spirits brands showcased in Flaviar's Top Shelf initiative, designed to support the struggling smaller players often overlooked by more mainstream e-commerce channels, have seen sales growth of +291%.
- The average order value grew by 15%.
- The Flaviar YouTube channel has seen almost 10 million views in the past year, an increase of 1,390% with a watch time of over 123.7k hours.

Jugoslav Petkovic, CEO and co-founder of Flaviar, comments: "There is no doubt that the pandemic has accelerated a change in drinking consumption habits, as more people have been mixing drinks at home and bonding over drinks virtually. An almost 200% increase in customers in 12 months has certainly fast-tracked our company growth, and with over 60% of customers returning - the future is looking bright.

"Consumers have had more time on their hands and have been using it to learn a little more about what interests them. There is a thirst for new knowledge that we've been able to satisfy through our events program. Knowing a little more about spirits, regardless of whether you're a seasoned consumer or a beginner, means you're more likely to try something new and different, or spend a little more if you understand and appreciate the quality behind what you're buying. Plus, sharing that newfound knowledge with friends and family can enrich the experience even more.

“Over the past year we’ve focused on the intersection of content and commerce and how to bring the digital and physical experience even closer together. We’ve found new ways to bring people together while apart, like our new Unboxing Flavor event series that launched this month. It offers spirits enthusiasts a virtual trip to a distillery with a one-on-one with the Master Distiller and people behind the brand. People seem to value the connection as much as the content, and they usually stick around to chat spirits and share stories long after the official event finishes.”

Spirit type/category biggest growth: (March 2020-February 2021 vs previous 12 months)

| | |
|---|-----------|
| 1. Tequila | + 526.50% |
| 2. Vodka | +408.25% |
| 3. Irish Whiskey | +376.28% |
| 4. American Whiskey | +375.99% |
| 5. Bourbon | +344.51% |
| 6. Cognac | +286.15% |
| 7. Rye | +277.99% |
| 8. Mezcal | +277.20% |
| 9. Gin | +259.68% |
| 10. Japanese Whisky | +214.92% |
| 11. Rum | +195.53% |
| 12. Scotch | +132.78% |
| 13. Brandy | +107.00% |
| 14. World Whisk(e)y | +66.77% |
| 14. Other spirits (Absinthe, Pisco, etc) | +311.12% |

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 www.flaviar.com

You've got to try this!