



Flaviar introduces Frérot XO Cognac: the first ever Cognac created through crowdtasting

Spirits Club Brings Flavor to the People by Involving 800 Members in the Crowdtasting for the Creation of its Private Label Cognac



FOR IMMEDIATE RELEASE

(New York, May 8th) Launching this Spring, Frérot XO Cognac Assemblage de Crus gives rise to a new order in the world of fine spirits –a Cognac created by the people. Flaviar, the membership only spirits club, not only offers unique spirits to members, but has now offered members the chance to co-create their own spirit for the first time. With the aim of bringing Cognac to new audiences Flaviar has democratized the spirits world and asked its members to help craft this release, with 800 involved in the crowdtasting. Introducing Frérot, the People’s Cognac.

“With ‘Flavor to the People’ being Flaviar’s mission from the start, we could hardly think of a better challenge to take on as we set out creating our next very own spirit,” said Griša Šoba, the co-Founder of Flaviar and spirits maverick. *“We wanted to address this by including the people—our members—in the creation of Frérot.”*

Working with several Cognac producers, the founder of Flaviar identified several of the best drops of Cognac that showcased a wide range of Cognac flavor. Three, high-quality XO blends were then selected for the crowdtasting and shared with members in an exceptional tasting box delivered to members’ homes. With many in the crowdtasting being traditional whiskey drinkers, the feedback on flavor profile, alcohol level, blend of crus, sugar content and chill filtration reflected this palate. This is the Bourbon drinker’s Cognac.

The result? 2000 bottles of an exquisite assemblage de crus XO Cognac, non-chill filtered and bottled at 42% ABV, slightly higher than typical Cognacs. Aged in French oak barrels for a minimum of 20 and up to 35 years, Frérot is incredibly deep in flavor with a hint of spice, but also approachable - a structure slightly reminiscent of old Bourbon. At the core of Frerot’s ethos is full transparency on each of these elements – something less common in the world of Cognac. Translating in French as a term of endearment amongst friends, Frérot is the Cognac created with friends, for friends.

For the first time, Flaviar’s creation is available to non-members to purchase from May 8th for \$130. Members of Flaviar can purchase a bottle for the members-only price of \$98 at www.FrerotCognac.com.

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**Tasting notes**

This blend offers a rich profile, with delicious hints of candied fruits, fresh raspberry, blond tobacco, spices (cinnamon, timut pepper, cardamom), marzipan and dried Iris flower. It is finished with elegant, smokey hints and the infamous “rancio”.

Full name:

Frérot XO Cognac
Assemblage de Crus

Alcohol by volume:

42% ABV

XO Cognac:

Blend of eaux-de-vie from all 6 Cognac crus, aged for a minimum of 20 and up to 35 years (minimum requirement for XO is 10 years, increased in 2018 from previous 6 years).

Availability:

2000 bottles in the first batch

Pricing:

\$98 and early availability for Members and \$130 for non-members

Full transparency:

No boisé, no added caramel, a little sugar added, non-chill filtered

About Flaviar – A membership-only spirits community:

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.