



NEW GUINNESS WORLD RECORD SET

Flaviar set the GUINNESS WORLD RECORDS™ title for the largest livestream toast

10 December 2020, New York: Flaviar, the world's largest spirits club, has set the Guinness World Records™ title for the largest livestream toast, uniting its members and spirits lovers across the world as they raised a glass to get in the history books.

In more normal times, Flaviar hosts its largest gathering of the year - Craft Spirits Celebration - in New York - which is an evening of tasting, exploration, entertainment and camaraderie. Instead this year, Flaviar hosted a series of virtual events and tastings culminating in the Biggest Virtual Toast - a Guinness World Record Attempt which they smashed. The official title recognized and recorded by Guinness World Records is for the most views for a toast livestreamed on YouTube, and that's exactly what Flaviar did.

Flaviar secured over twice the amount of people needed for the record, with 3,594 officially recorded as tuning in to toast together in a stream that attracted over 8,000 views, 1,000 likes, and 11,391 comments.

Setting an official World Record is never easy, and The Guinness World Records Official Adjudicator & Spokesperson who attended the event on December 3rd, Michael Empric, has now officially verified the results. While observing the toast, Empric was careful to ensure three key rules were adhered for the attempt to make the record books: 1. The livestream was related to toasting, 2. It lasted at least 10 minutes, and 3. The final total counted was the peak number of concurrent viewers (for a minimum of 10 minutes) of the live stream.

Flaviar's Guinness World Record setting toast was hosted by Spirits writer, Brad Japhe, and special guests included the Spirit of Dean Martin, Garrett Oliver (the founder & president of the Michael Jackson Foundation), Chad & Sara Perkins (from It's Bourbon Night).

Japhe kicked off the World Record Attempt with a toast, saying "The challenges of 2020 have been nothing short of monumental; it has made the notion of camaraderie even in the virtual space all the more precious, so I truly cherish this opportunity to bring folks together for a brief moment - a shared celebration - while raising awareness and funds for a worthwhile cause. And let's be honest, breaking a Guinness World Record is kinda badass, too. Here's to being together and F(&K You 2020!"

Grisa Soba, co-founder of Flaviar comments: “We did it! Together with our members we made history last night - just by raising a glass. It’s tough right now when you can’t get together with those you want to, and tonight we managed to meet online and hang out like it’s 2019 and get into the Guinness World Record Books. A huge shout out and thanks to our community of spirits lovers, we couldn’t have set this record without them! As always, we’re looking forward to dreaming up what we’ll do next to keep them entertained and engaged. Watch this space!”

During the live streaming donations were raised for the Michael James Jackson Foundation for Brewing and Distilling, which offers professional technical training and mentorship to underrepresented groups to provide greater career opportunities within the spirits industry.

For more information please contact Sarah Belizaire-Butler, BB COMMS, sarah.bb@bbcomms.global

ABOUT FLAVIAR

Founded in 2012, Flaviar is the world’s largest premium **spirits club**, with operations in the U.S. 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 homes, invitations to exclusive spirits events, access to member-only rare and original spirits, free shipping, over 200,000 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!