



## INTRODUCING FLAVIAR'S HALF ASSED HOLIDAY COLLECTION

*Punk your loved one this Holiday season with a terribly awful gift that is so much more*

**19 November, 2019, New York:** Flaviar has released the Flaviar Half-Assed Holiday Collection which allows you to prank the one you love with a membership to the world's largest community of spirits enthusiasts, cleverly disguised as a ridiculously cliché holiday gift.

The collection contains an array of cheesy, seemingly unthoughtful gifts, like a holiday themed coffee mug, garish holiday socks they'll only wear for a week or so, seasonal slippers and tragic ties. But all is not what it seems, as attached to each item of this basic bitch holiday tat is the real present, a tag which gives the gift of good taste with a Flaviar membership, a spirits club that offers a better way to experience fine spirits.

They'll just need to register online with their unique code to unlock a year's membership to Flaviar, which they can redeem straight away.

Flaviar is the perfect gift for spirits enthusiasts. It is the gift that keeps on giving, as each quarter, they'll receive a spirits delivery filled with samples and a full bottle of specially curated tasty, rare and exclusive releases. Membership also includes access to incredible events and special perks at distillery tours all included in the price.

So if you want to give them something they'll thank you for all year round, but still have something to put under the tree, and possibly punk them in the process, Flaviar's Half Assed Holiday Collection is quite possibly the lamest gift collection you and they will ever love.

Talking about the rationale behind this Holiday Campaign, Grisa Soba, Co-founder of Flaviar says: "We want to play {fuck} with people's perception of holiday gifts and poke a little fun at uninspiring gift ideas while promoting one very amazing one. Even a great bottle of whiskey is becoming a bit cliché and when it is a fancy one, it often stays on a dusty shelf unopened for the 'right time' to enjoy.

"You're actually gifting a very personalized service of good taste. They get to choose. It is a gift of tasting, discovery, edutainment that lasts all year long. It is much more than just a bottle for the shelf and much more fun to receive than a simple envelope under the tree."

Flaviar is a better way to experience fine spirits and is here to help people try more new things more often. To stir up new emotions and create better experiences for you and your friends.

So in the spirit of disrupting the holidays, check out Flaviar's Half-Assed Holiday Collection – a limited-edition assortment of hilarious gifts imprinted with codes for an awesome Flaviar membership. What can we say, bad taste, never tasted so good!

Flaviar's Half-Assed Holiday Gifts are available from 18 November 2019 from [www.flaviar.com](http://www.flaviar.com) from \$300.00

There you'll also be able to find boozy advent calendars, a 12 days of Christmas gift set, a deluxe home bar and many more deliciously drinkable gifts.

### **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](http://www.flaviar.com)

You've got to try this!