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## **INTRODUCING FLAVIAR: A COMMUNITY OF SPIRITS LOVERS**

*Spirits Membership Club Seeks to Expand Enthusiasts' Palates & Discover New Fine Liquor Brands*

**NEW YORK, NY (September 6, 2017)** – After five years in the making and international growth, Flaviar is now launching a membership-only community for spirits enthusiasts, dedicated to providing education, discovery, and unparalleled access to the world of spirits. Flaviar, an online spirits club, seeks to aid each and every member in developing their own tastes as they curate a home bar that is more eclectic, more exotic, and most importantly, more personal than the world's best speakeasy.

Designed as the go-to source for people discovering the world of fine spirits, Flaviar plays to their motto, "Tasting is Believing." The membership community is about taste, exploration, quality and fun and all members receive:

- Themed quarterly Tasting Boxes, featuring the Flavor Spiral
- Access to exclusive member-only private bottlings
- Original content on fine spirits
- Free shipping
- Exclusive offers, such as live experiences and curated regional tasting events hosted by Flaviar, distillers and brand ambassadors alike, in select markets across the country

Through trial and discovery, members can learn more about their favorite products from a database of currently 22,206 products, build up their virtual (and physical) home bar and share thoughts and feedback, helping spirits novices and experts alike find their favorite spirits – from global household names to small, regional craft producers.

"When we first started Flaviar in 2012, my co-founders and I designed the concept based on our favorite way of learning about spirits – tasting samples side by side," said Grisa Soba, Flaviar founder. "We started off by sending monthly tasting boxes to our customers but over time, our offerings evolved. Five years later, having thousands of members in US and Europe not only gives us a thriving global community of spirits aficionados, it also lets us source and bottle products exclusively for our members, providing a truly unique membership experience."

A Flaviar membership fee is \$60 per quarter or \$210 per year. For more information and to sign up, visit [www.flaviar.com](http://www.flaviar.com).

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### **About Flaviar**

*Flaviar was born out of frustration about how inaccessible the world of fine spirits is today. Not only is it impractical and prohibitively expensive for consumers to explore fine spirits through full size bottles, brands also struggle to affordably reach larger audiences. This inspired a spirits aficionado and craft distiller to launch a service in 2012 which would enable large-scale discovery driven by side-by-side sample tasting. Today Flaviar is a community & membership club that helps each and every member develop their own tastes as they curate a home bar that is more eclectic, more exotic and more personal than the world's best speakeasy. The features of the membership include quarterly mail-order Tasting Boxes, live experiences, insider knowledge, private bottlings, access to rare spirits, member reviews and a database of over 20,000 spirits. The community is designed to help members navigate a vast landscape of various flavors and terroirs to find their spirit in the spirit world. Visit their website at [www.flaviar.com](http://www.flaviar.com).*