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FOR IMMEDIATE RELEASE

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Introducing

## The Flaviar Infinity Bottle

**July, New York.** [Flaviar](#), the world's largest club for spirits enthusiasts, is encouraging more whisky aficionados to join the Infinity Bottle movement, become at-home Master Blenders, document their personal spirits journey, and leave a delicious liquid legacy of their own with its new Flaviar Infinity Bottle.

The Flaviar Infinity Bottle kit is the ultimate starter package -- it includes an exquisitely designed luxury decanter, 'Mother of Infinity' starter juice containing over 100 whiskies, and a beautifully bound diary to document every drop, as well as a host of expert tips to help create and enjoy a unique, personal, liquid masterpiece ad infinitum. It's a geeky gift for the whisky-enthusiast in your life - even if that enthusiast is you - and there's plenty to get excited about.

The Flaviar Infinity Bottle itself is a stunning, mouth-blown, lead-free glass decanter completed with a hand-ground stopper. Adorned with symbolism, it features intricate, hand-cut designs, including the lemniscate pattern, which represents eternity and equilibrium.

But this is much more than just a fancy flask. The Flaviar Infinity Bottle kit contains 'Mother of Infinity', an extraordinary collection of more than 100 whiskies that serves as the bedrock of the infinity blend on which spirits connoisseurs can build their personal pièce de resistance. Like a sourdough starter, it's the magic you need to set you on the fast track to perfection.

Grisa Soba, co-founder of Flaviar, comments: “I’m a huge advocate for the concept of Infinity Bottles as a way to creatively express yourself, to learn more about spirits and what different flavor profiles add when blended together and ultimately derive even more pleasure from your whisky tasting adventures. Flaviar wants to make it even easier for spirits enthusiasts to get involved with the Infinity Bottle movement and this is our way of helping to give them a great running start. Imagine you decide to collect stamps, and someone gives you a hundred of them. That’s what the Flaviar Infinity bottle provides as well as a bunch of help to set you up for success on creating your own personalised liquid legacy. Just imagine your grandkids sipping on a blend you started!”

It doesn’t matter what kind of an infinity blend one is building -- a careful mix of Scotches, an assembly of last drops from the home bar, or a diary of the best things you’ve tried -- this kit provides expert guidance on it all and includes helpful hints to steer clear of potential disasters. The hand-bound liquid diary also encourages whisky aficionados to document their own story of drink discovery through every dram they add.

This is about stretching out the joy of your whisky journey and organizing your whiskey collection not chronologically, not alphabetically, but autobiographically into a liquid mix tape of sorts to enjoy over and over again, remembering every drop you add, where and when you got it, who you enjoyed it with and why.

Just 350 units of the Flaviar Infinity Bottle will be released at launch at a cost of **\$350.00**. For more information visit: <https://www.infinity-bottle.com/>

#### 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!