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FOR IMMEDIATE RELEASE

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Flaviar presents

## Non-clichéd last minute Mother's Day gifts

*Shock, horror! There's not a pink gin or flavoured vodka in sight!*

**26 April 2021, New York.** Looking for a last-minute gift for Mother's Day that isn't your stereotypical, pink cliché? Then [Flaviar](#), the world's biggest spirits club, has you covered.

If you want to go big on bonding, gift your mom something you can both enjoy on the regular, Flaviar membership - remember quality time together is the best gift you can give. Flaviar members receive a quarterly spirits delivery direct to their door that includes tempting Tasting Boxes and full bottles of their choice – access to an incredible selection of extraordinary and rare spirits, a host of exclusive special tasting events and experiences as well as a ton of edutaining content that will turn any mom into a Mother of Spirits in a matter of months.

Flaviar's Mother's Day promo means that if you [gift your mom membership](#) (half year or full year) and treat yourself to a quarterly membership at the same time – you'll receive an extra bottle for free of Jefferson's Very Small Batch Bourbon. It's up to you if you share your spoils!

It's the gift that keeps on giving and can be ordered in minutes so ideal if you're running out of time and still want to wow.

If it's just a bottle you are after, Flaviar has a raft of inspiration for spirits that will make mom smile this Mother's Day. Check out [Flaviar's Gift Ideas](#) where a special selection of spirits have been carefully chosen for their flavor profile, not their pink packaging, based on typical Mother's Day gifts to provide an atypical treat.

### For example:

- Instead of flowers – chose a whisk(e)y with some floral notes like Kilkeran 12 Year Old or Glenkinche 12 year old, or Teeling Small Batch Irish whiskey.
- If mom has a sweet tooth and enjoys chocolate and candy, Try King’s County Chocolate Whiskey or Selvarey Chocolate Rum or a deliciously indulgent Black Button Bespoke Bourbon Cream.
- Instead of a spa treatment pick an indulgent, luxurious spirit such as Hillrock Solera Aged Bourbon, or Don Pancho Origenes 18 year old Reserva Especial Rum.
- If experiences or travel is more your mom’s vibe, gift her a bottle that will transport her to a different place - one sip of Nikka Miyagikyo Single Malt and she’ll be in Japan or Italy if enjoying Puni Vina Italian Malt Whisky.

Jugoslav Petkovic, CEO and co-founder of Flaviar comments: “It’s kind of depressing how many Mother’s Day campaigns fall back on clichéd imagery and focus on pink, nonsensically-gendered, clichéd gifts. Our Mother’s Day campaign reflects the data we see from our membership base, and what I know from my son’s Mom – that women appreciate the flavors that are in the bottle and don’t need things pinkified.”

### 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!