



**SON OF A PEAT IS BACK
BUT HE WON'T HANG AROUND FOR LONG, CATCH HIM WHILE YOU CAN**

NEW YORK, NY (EMBARGOED UNTIL MARCH 4 2019) – Flaviar today announces the long-awaited return of Son of a Peat, with the release of Son of a Peat Batch 02, an unapologetically peated blended malt Scotch.

Son of a Peat was designed to provide a lip-smacking, smoking gun delight to whisky lovers at an approachable price. It certainly did just that. Son of a Peat Batch 01 received critical acclaim from the industry and consumers alike and sold out in record time.

Son of a Peat Batch 02 is now ready for release and is more than a worthy heir to Son of a Peat's legacy. It shares the same DNA just with a touch more maturity and sherry richness to make the dram ever more complex yet just as smooth.

Each batch is unique and in short supply, but this is a dram to be enjoyed. Son of a Peat craves company and so members will be able to buy up to three bottles each, subject to availability; one to open, one to gift and one to save for later.

All 2,000 bottles will be available via a lottery system, exclusively to Flaviar members, so everyone gets the same chance to get their hands on this complex, commanding whisky bottled at the peak of its powers.

Expect another dark, intense yet strangely warm and welcoming dram from the ever-mysterious Son of a Peat.

Son of a Peat Batch 02 packs a powerful punch, weighing in at 47.2% ABV. It has been treated with the utmost of respect with each drop being hand blended, bottled, sealed and labelled to protect this most peaty of private labels. Son of a Peat is not to be messed with and so it is brought to you with no added color and non-chill filtered.

Grisa Soba, co-founder of Flaviar, comments: "Years of analyzing data and customer reviews on our platform has helped us understand what a perfect peated malt is for our members, and also what someone new to peated whisky, would enjoy as their first experience of a peated Scotch. With Son of a Peat we've been able to satisfy both camps, those that have already fallen for peat and those just starting to explore the peated Scotch world.

"We took our time in creating Batch 02 as it is important to follow up with a dram just as commanding and complex as Batch 01 and which pays serious homage to the peat. As part of our mission to democratize the spirits world - given demand is expected to be high, we're selling via a lottery system, so every member gets the same chance at scoring a bottle or three at a decent price."

Register on flaviar.com by 11th March to be in with a chance of bagging a bottle of Son of a Peat Batch 02. Lucky whisky lovers will be notified by 12th March about whether or not, they get to add this delicious dram to their dream home bar.



Son of a Peat Batch 02 tasting note:

On the palate, there are the usual suspects, peat and smoke with notions of seaweed that take you back to the Scottish shores. Quickly now, the sweetness of sherry and honeysuckle step forward and clear the smoke, but just for a bit, until the journey continues towards more earthy, oaky and woody flavor nuances. The finish is buttery and long-lasting.

Son of a Peat Batch 02 key facts:

ABV:	47.2%
Volume:	750 ml
Price:	\$65.00
Style:	Blended malt whisky
Country:	Scotland
Regions:	Islay, Islands, Speyside and Highlands
No of single malts in blend:	9
Age:	Up to 20 years old
	Cask type: Aged in hogshead, sherry butt casks and used bourbon casks
	Style: Blended malt whisky, Non-chill filtered, natural color
Special treatment:	Hand blended, bottled, sealed and labeled
No of bottles:	2,000
Status:	Son of a Peat Batch 02, launching March 4 2019
Website:	sonofapeat.com
Images:	

<https://www.dropbox.com/sh/weog1ybwgvheryc/AADct5UowgWX3VLULaXsWfdJa?dl=0>

ABOUT FLAVIAR

About Flaviar – A members-only community for adventurous spirits enthusiasts.

Flaviar is a direct-to-consumer spirits club dedicated to the discovery and enjoyment of fine spirits.

Born out of a frustration with how inaccessible the spirits industry is, Flaviar provides members with unparalleled access and encouragement to explore the world of fine spirits.

Flaviar's tasting boxes and live experiences showcase everything from small craft producers, sought after names and true hidden gems. Members can access rare spirits from The Vault as well as exclusive bottlings and special private labels at members only prices.

Combining straight-talking insider info with personalized recommendations and easy to understand flavor guides, Flaviar helps members cut through a sea of spirits and create an enviable home bar filled with interesting new favorites.

Membership to Flaviar is available for an annual fee of \$210. To learn more about Flaviar and to become a member, visit www.Flaviar.com.

Tasting is Believing.