



EMBARGOED UNTIL - Monday, April 13, 2020

***SUPPORT U.S. BARTENDERS BY BLENDING YOUR OWN
WHISTLEPIG WHISKEY AT HOME***

Flaviar crowdsources new WhistlePig HomeStock Whiskey from armchair blenders

April 13, 2020, New York. [Flaviar](#), the world's largest spirits community, has teamed up with [WhistlePig](#) Whiskey, the leading distiller in the fast growing, ultra-premium and luxury rye whiskey category, to deliver scores of '[Blend your own whiskey kits](#)' direct to its members' doors this month ahead of a virtual blending event intended to lift spirits in this difficult time of social distancing.

Flaviar will provide a rare opportunity for spirits lovers to come together and participate in an innovative blending experience. Following on the heels of the award-winning Farmstock Series, which WhistlePig previously used as their innovative blending platform, the crowd creation of WhistlePig HomeStock Whiskey will harness the creativity of whiskey lovers from across the U.S., calling on them to select their perfect combination of Rye, Wheat, and Barley Whiskey.

The result will be a unique, limited whiskey release, WhistlePig HomeStock Whiskey, available this Spring WhistlePig will donate 20% of bottle sales via Flaviar and Caskers to the United States Bartenders' Guild (USBG) Foundation's Bartender Emergency Assistance Program providing funds for its COVID-19 Relief Grants that will assist those currently out of work or in financial distress due to the COVID-19 pandemic.

Flaviar members can apply online to receive their blending kit, complete with blending tools, component base whiskeys and instructions from WhistlePig's Master Blender, Pete Lynch. They can then put their exacting taste buds to the test and see if they have what it takes to create a winning blend. Flaviar members will be encouraged to donate at various touch points in the campaign including during the live blending session and when purchasing a bottle of WhistlePig HomeStock.

Flaviar's community of whiskey enthusiasts will submit their preferred blend to an expert panel for consideration and tune in for a live-streamed tasting at the end of April. The top three blends crowd-sourced from members will be recreated live on air by WhistlePig's Pete Lynch, with members able to blend and taste alongside them, then vote for their favorite in a live poll. The winning recipe from this virtual crowd-blending experiment, will then be bottled and released as WhistlePig HomeStock Whiskey, Blended Together, While Apart.

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Pete Lynch, Master Blender at WhistlePig Rye Whiskey: "The most important thing we can do right now is stay home. By inviting people to blend whiskey at home, we hope to create a sense of community among fans, while raising some valuable funds for our friends in the bar industry. FarmStock has been one of our most exciting whiskey journeys, and we're thrilled to partner with Flaviar to continue that story with HomeStock."

Grisa Soba, co-founder of Flaviar adds: "If someone asks ten year's from now, 'what did you do during the lockdown? I bet they won't expect you to say 'I learned how to blend a whiskey'. Our members have pretty refined palates and so we're confident with a little guidance from Pete, the concoctions they craft at home will ensure WhistlePig HomeStock will be a dram to savor."

The WhistlePig HomeStock Blending Kits are available exclusively to Flaviar members to claim until April 17, 2020. To join Flaviar and experience great events like 'HomeStock' live blending, plus a quarterly spirits delivery shipped direct to your door, monthly shipping credits and access to a curated range of craft spirits, hidden gems and classic favorites and more, visit [Flaviar.com](https://flaviar.com).

<https://flaviar.com/whistlepig-crowdblending>

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 virtual 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 You've got to try this!

ABOUT WHISTLEPIG RYE WHISKEY

Founded in 2008, WhistlePig Rye Whiskey is the premier aged rye whiskey, featuring the bold and often untapped flavor of rye. WhistlePig Whiskey is leading a surge of innovation in the emerging field of North American whiskey. As the most decorated rye whiskey – having received the coveted 'Best in Show Whiskey' title from the 2017 San Francisco World Spirits Competition, WhistlePig is widely viewed as the world's finest Rye. With the opening of its distillery on its 500-acre Vermont farm in the fall of 2015, WhistlePig has also become one of the leading farm-to-bottle rye whiskeys in the world. For additional information please visit whistlepigwhiskey.com. Please enjoy WhistlePig Rye Whiskey Responsibly.

ABOUT THE UNITED STATES BARTENDERS' GUILD

Founded in 1948, the United States Bartenders' Guild® is a non-profit professional society of bartenders and other hospitality professionals uniting the hospitality community to advance professional bartending. The USBG believes that every US bartender achieves greater personal and professional success by connecting to diverse local and national hospitality communities. Through our network of over 40 communities nationwide, the USBG connects members with peer-to-peer learning, expert instruction, community service projects, and skills-based competition. Learn more at www.usbg.org.

ABOUT THE USBG NATIONAL CHARITY FOUNDATION:

The USBG National Charity Foundation's mission is to advance the lifelong stability and well-being of service industry professionals through education and charitable activities. The Foundation accomplishes this mission through programming that focuses on social responsibility, community service, and philanthropy. You can learn more about the NCF at www.usbgfoundation.org.

ABOUT THE BARTENDER EMERGENCY ASSISTANCE PROGRAM:

The purpose of the Bartender Emergency Assistance Program is to assist those in the bar industry who are in need of assistance as a result of a catastrophic event or an emergency hardship. Fire, weather, medical,

national crisis, or a family emergency, the BEAP is here to assist bartenders in their time of need. Our goal is to assist as many qualified industry members as possible each and every year. We are striving to ensure that the BEAP is sustained as a safety net for those in the industry who need it most. Our hope is that you will support us to "help us serve those who serve us." www.usbgfoundation.org/beap