



Skateboarding supremo

Tony Hawk

is the face of Flaviar's new Father's Day campaign

Flaviar collaborates with celebrity customer as the face of its latest Father's Day campaign

June 1 2021, New York. As a legendary leader in tackling the never-been-done-before, skateboarding icon Tony Hawk knows a thing or two about being adventurous. "I never want to stop exploring," he says. That goes for spirit tasting too. He bought himself a Flaviar membership a couple of years ago and is still going strong. "I've been a Flaviar member for over two years now and it has helped me discover new spirits I didn't even know existed. Before, I would just try whiskies at random, usually more mainstream brands, but Flaviar accelerated that exploration by giving me access and information on much more interesting labels."

Flaviar is a club for spirits enthusiasts that helps members level up their spirits knowledge, discover new delicious drams to taste, and expand their horizons for less, as well as offering exclusive access to rare bottles.

"I can honestly say I've put more time, effort and money into acquiring good whiskey and bourbon than I have trying to collect vintage skateboards," Hawk admits.

As part of his first campaign with Flaviar, Hawk filmed a special interview explaining what he personally loves about his membership. Filmed at his home in Southern California, Hawk focuses on his own exploration of fine spirits and elaborates on why Flaviar is the perfect Father's Day gift.

Jugoslav Petkovic, CEO and co-founder of Flaviar comments: ‘Tony may be, in his own words, ‘the cliché of the guy who has everything’, but he definitely doesn’t fit the old fashioned dated dad tropes you so often see rolled out in Father’s Day campaigns. Our members are enjoying their whisky journey - trying new drams together and sharing good bottles they find – it’s both a personal and a social experience for them. We believe Tony’s personal journey of spirits discovery through Flaviar will resonate well and help us welcome a bunch of new members. We don’t often work with celebrities or influencers, but here we’re first and foremost working with a happy customer, he just happens to be a well recognized figure. It’s such a real, authentic way to showcase our offering through talking to someone who’s enjoyed it for so long.’

Speaking to the things he loves most about Flaviar, Hawk cited The Flaviar Vault and the Tasting Boxes: “My favorite aspect of my Flaviar membership is The Vault, because it gives me access to rare and vintage whiskies. Their collection is very impressive, and the options are plentiful. I also like the Tasting Boxes, because it gives you samples of incredible spirits, so that you’re not committing to a whole bottle. It allows you to compare all the flavors and choose your palate. And it’s unbiased; there are no labels on the tasting boxes, so you get a clean slate. I don’t know if it’s popular, expensive, which distillery made it, or how it’s rated, I just wanna know if it tastes good. As I find the ones I like, I read about them in the information packets that come with the tasting boxes. That’s the exciting part for me: the discovery.”

For those looking to share a tasting experience with their Dad or partner, sign up for a three month membership to taste and learn together -- maybe ‘Dad’ will share the bottle of WhistlePig PiggyBack that comes with his first spirits delivery, if you’re lucky.

Flaviar’s Tasting Boxes come with guided tasting videos [Unboxing Flavor](#) to help level up members’ spirits knowledge. “I like them because they give you a perspective in more layman terms,” says Hawk. “I don’t claim to be an expert on the whole process or to know every flavor profile. So when you watch the unboxing, they break it down for you, and you don’t have to be an expert to understand it.”

For more details check out www.flaviar.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

You've got to try this!