



FOR IMMEDIATE RELEASE

Flaviar presents

Whiskies of the Galaxy Advent Calendar

Count down to the holidays with a whisky advent calendar that is out of this world!

July, 2021, New York. For the fourth successive year, Flaviar is releasing its highly anticipated advent calendar. Following its sell out success of the past three years, Flaviar is upping the ante this year with a Whiskies of the Galaxy Advent Calendar featuring 24 out-of-this-world drams of whisky to help count down to the holiday season.

Flaviar has produced double the quantity of calendars for 2021, as interest in boozy advent calendars is seemingly insatiable. But even that is unlikely to keep up with demand as many whisky lovers often bought calendars two at a time last year, using them as a way to bond with friends and family one dram at a time in the run up to the holidays.

Behind each of the 24 portals in the Whiskies of the Galaxy advent calendar is a constellation of new flavors and exclusive drams that will help whisky lovers launch their palate to places it has not been before. The accompanying tasting videos on demand will ensure a deeper learning experience and will make for a fun, interactive way to bond together over delicious drams this holiday season.

Flaviar's Whiskies of the Galaxy advent calendar contains an interstellar selection of premium whiskies which includes an array of small-batch bourbon, Rye, American single malt, as well as whiskies from Japan and Israel, plus some real stars from Scotland and Ireland.

Discovering what tasty treat lies behind each door is just one part of the joy of this advent calendar – not to mention pouring it into the Glencairn glass provided and tasting it incognito. Imbibers can then rest their glass on the collectible Flaviar concrete coaster and consult the accompanying bound booklet containing details of the dram they've tasted. Each dram in the advent calendar is accompanied by an easy to understand visual flavor map - the Flaviar Flavor Spiral - to help train your palate and speed up your whisky exploration journey. There's also space for personal tasting notes and a QR code that links to a host of interesting facts about each dram that are fun to share.

We'll not want to ruin the surprise – but here's a snapshot of the selection of premium drams waiting to be discovered that will no doubt expand your flavor horizons, some of which are new releases for 2021 or are exclusive to Flaviar.

- **Penelope Bourbon Small Batch Barrel Strength**

When we say small batch, we mean it. This rich, barrel strength bourbon produced by husband and wife team, Mike & Kerry Paladini and their lifelong best friend Daniel Polise, is exclusive to Flaviar and there's only enough to fill Flaviar's Whiskies of the Universe advent calendar and not a drop more.

- **Wyoming Small Batch Bourbon**

A real deal handcrafted Bourbon. Every drop is distilled and aged on site at their facility in the Bighorn Basin of Wyoming, all the grains are farmed within one hundred miles and the water comes from a local well sunk into an ancient limestone aquifer.

- **Limavady Irish Whiskey**

Talking of much anticipated returns, Limavady Irish Whiskey is one of Ireland's oldest whiskeys dating back to 1750, which is making a triumphant return in 2021 after a 106 year hiatus. Details of the whiskey is under wraps but rumor has it Limavady's comeback will include a distinctive take on barrel ageing.

- **Balcones Texas Single Malt Whisky**

A non-chill filtered, 53% ABV bottle of Lone Star awesomeness that encapsulates the independent, rebellious spirit of Texas that has picked up more awards than the USA has states.

The Flaviar Whiskies of the Galaxy advent calendar may be one small step for your taste buds, but it is one giant leap to level up your whisky knowledge.

Flaviar Whiskies of the Galaxy advent calendar retails for \$250.00. Early birds can pick up the calendar for a song as Flaviar is offering a discount during the pre-sale making the calendar just \$225.00 for non-members and \$200.00 for Flaviar members.

Flaviar Whiskies of the Galaxy Advent Calendar is available via

<https://flaviar.com/advent-calendars/>

What's inside?

- 24 vials with premium Whisky
- An award-winning Glencairn tasting glass
- A high-quality Flaviar concrete coaster
- A collectible artistic booklet with insights and Flavor Spiral - a visual flavor descriptor about each whisky in the box

Affiliate details:

This will be available as an affiliate purchase via ImpactRadius, contact svetlana.lazareva@flaviar.com or partner@flaviar.com for more info.

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!