



**FOR IMMEDIATE RELEASE**

Media contact: Morgan Schare

[MSchare@GroupGordon.com](mailto:MSchare@GroupGordon.com)

212-784-5713

**Flaviar, Inc. Enters a Strategic Relationship with  
Republic National Distributing Company (RNDC)**

*This relationship signals RNDC's continued interest in the alcohol-beverage e-commerce space and Flaviar, Inc.'s continued growth in the spirits space*

New York, NY – **November 2, 2022** – Today, Flaviar, Inc. announced that it has entered a strategic relationship with [Republic National Distributing Company](#) (RNDC), a national distributor and broker of premium wine and spirits in the U.S.

Flaviar currently runs the [Flaviar Club](#), the largest premium spirits club in the world; [Caskers](#), a direct-to-consumer marketplace to purchase spirits; and The Beverage Bureau, a spirits consultancy and creative studio. With this relationship, Flaviar will be exposed to new retail and on-premise channels that will allow the Company to provide new experiences for their members, reach new audiences, and bring their popular online products and experiences to the retail and on-premise world. In exchange, RNDC will obtain access to Flaviar's three-tier compliant full-stack marketing solutions, including Flaviar's consumer data, supplier network, and creative capabilities to assist with growing RNDC's portfolio of brands.

"We are thrilled to enter this relationship with RNDC because it will allow Flaviar, Inc. to continue its tremendous growth," said Jugoslav Petkovic, CEO and Co-Founder of Flaviar, Inc. "Combining our two companies' online and offline sales data and insights will be a powerful tool for our supplier partners. They will be able to make the most informed go-to-market and marketing strategies in the industry."

"My vision for RNDC when I took over as CEO earlier this year was to look to the future and continue to push us to be on the forefront of the spirits industry. That's why we chose to partner with Flaviar, the 10-year veteran and global leader in spirits e-commerce and digital marketing," said Nick Mehall, President and CEO of RNDC.

The relationship will also benefit RNDC's suppliers by providing an additional three-tier-compliant marketing and full-service agency solutions for their products through Flaviar. The relationship will act as a growth opportunity for both companies.

**About Flaviar, INC.**

Flaviar, Inc. is a global spirits company with three unique verticals: the [Flaviar Club](#), the world's largest premium spirits club, [Caskers](#), the direct to consumer retail marketplace for consumers, and The Beverage Bureau, a consultancy and creative studio for spirits companies.

Through these three verticals, Flaviar provides unique experiences for consumers to discover and engage with one-of-the-kind brands while also offering proprietary data and services to alcohol companies in addition to providing a marketplace to find new customers.

**About RNDC**

RNDC, a world-class distributor of fine wines and spirits in North America, has operations in the District of Columbia and 38 states across the United States. To learn more, visit [www.rndc-usa.com](http://www.rndc-usa.com) or contact Reace Smith, Vice President, Corporate Communications at [reace.smith@rndc-usa.com](mailto:reace.smith@rndc-usa.com).

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