



## **Flaviar Hires Half Full Studio Talent to Form a Full-Service Consultancy and Creative Studio for Spirits Brands**

*Industry legends Noah Rothbaum, David Wondrich, and Leah Doyle join the Flaviar, Inc. team, offering strategy, insights, and content to spirits brands while adding value for Club members*

New York, NY – March 22, 2022 – Today, Flaviar, Inc. announced the hiring of Noah Rothbaum, David Wondrich, and Leah Doyle who previously led Half Full, a creative and consultative studio. With this partnership, Flaviar is bringing together world renowned spirits and cocktails experts with leading spirits ecommerce and community experts to offer unique value to liquor companies by providing access to consumers and proprietary data. The consultancy and creative studio will be named The Beverage Bureau.

Flaviar, Inc. currently runs [Flaviar Club](#), the largest premium spirits club in the world; [Caskers](#), a direct-to-consumer marketplace to purchase spirits; and, now, The Beverage Bureau.

“We are thrilled about this new partnership and the value it will bring to the Flaviar community, which will now have access to the most respected names in the spirits world,” said Jugoslav Petkovic, CEO and co-founder of Flaviar, Inc. “We believe strongly that combining our access and knowledge of consumers with Noah, Dave, and Leah’s years of experience will enable us to offer something truly unique in the industry.”

In addition to the value this partnership will bring to spirits companies through The Beverage Bureau, Flaviar Club members will also benefit from Noah and Dave’s expertise. As spirits industry and cocktails experts, Noah and Dave will be able to provide members with exclusive liquor educational experiences as well as new drinks content.

David Wondrich is a foremost expert on cocktails, spirits, and the history of drinks. He has authored several books, including *Imbibe!*, which won a James Beard Award and is editor of the recently published *Oxford Companion to Spirits & Cocktails*. Noah Rothbaum is the former editor of *The Daily Beast*'s award-winning *Half Full* section and author of several spirits books, including *The Art of American Whiskey* and the forthcoming *Whiskey Bible*. He is also co-host of the award-winning podcast, *Life Behind Bars*. Leah Doyle has led the spirits sales, consulting and partnerships business for various leading publications, including *Esquire* and *Liquor.com*. Most recently she was the Vice President of Spirits at *The Daily Beast* and co-founder of its drinks consultancy and creative agency.

The Beverage Bureau is the first full-service spirits marketing agency backed by robust consumer data. By combining Flaviar's technical ecosystem with The Beverage Bureau's strategy and creative know-how, brands will be able to create truly 360 campaigns that finally 'close the loop' with actual consumer sales data and behavioral insights. Additionally brands will have access to experts that will assist with product and program ideation, and creation, branding, campaign strategy, consulting, trade engagement, data, and distribution.

"Flaviar has built an incredible marketplace and community that offers consumers a unique and personalized experience," said Rothbaum, Head of Spirits & Cocktails at Flaviar, Inc. "I'm looking forward to building on that success to work with spirits partners who want to enhance their influence and broaden their reach."

"The Beverage Bureau offers 360-degree capabilities that will engage and educate key audience demographics," said Doyle, SVP of Business Development at The Beverage Bureau. "With access to all that Flaviar, Inc. has to offer, we'll be able to generate a full picture of your consumer and their buying habits. Our team is delighted to announce this partnership."

In addition to the launch of The Beverage Bureau, Flaviar, Inc. is making other key additions to their team. The company recently announced the hiring of Todd Bellucci as Chief Marketing Officer and the appointment of Andrew Glaser as Chief Customer Officer.

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## **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 for spirits companies.

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