01 / THE IDEA

Flaviar

Discovery begins with a smaller pour.



From sampling to a community

Flaviar’s early model made comparison approachable: taste several spirits before committing to a full bottle. Its 2017 introduction described a community built around tasting boxes, educational content, private bottlings and events. Access and discovery were the organizing ideas. [S4]

A producer with several roles

A Flaviar original, a private bottling and a bottle sold through its marketplace are different things. Corn Trooper is an original bourbon project; Son of a Peat is a blended malt Scotch. Neither makes every whiskey on the storefront a Flaviar-made spirit. [S24]

An international point of view

The company’s public profile identifies New York as headquarters and lists European locations. These are business connections, not universal distillation origins. The place a spirit was made must be established from the specific release, rather than inferred from the club’s address. [S19]

Let the makers remain visible

Corn Trooper names seven contributing distillers across seven states. That openness is part of the project’s appeal: a new blend can bring different makers together while preserving the knowledge that their whiskeys began elsewhere. [S20]

02 / SELECTED MILESTONES

A club becomes a creator

An edited chronology of bottles, people and the wider business.

2012-2014

Flaviar begins in May 2012 and joins Y Combinator’s Summer 2014 class. [S1, S2]

2015

Deer, Bear & Moose introduces a private-bottling series built around scarce selections. [S1]

November 2017

The inaugural Son of a Peat combines eight single malts from three Scottish regions. [S6]

January-May 2018

The Caskers acquisition is announced in January; Frérot Cognac follows a member tasting exercise. [S7, S9]

2019-2020

Chef collaboration brings a WhistlePig blend; Corn Trooper then unites American craft bourbons. [S10, S11]

July 2022

Flaviar Times announces an editorial relaunch led by Noah Rothbaum and David Wondrich. [S12]

2023

Dated announcements introduce the acquisitions of Barcart in June and Wine-Searcher in December. [S13, S14]

2024

Checkout and Pay launch in June. The Speakeasy acquisition follows in September. [S15, S16]

2026

Wine-Searcher publicly identifies GLX U.S. Inc. as its new owner. Historical ownership has changed. [S17]

June 2026

The new Advent Calendar presents twenty-four samples through a museum-inspired tasting experience. [S18]



Company formation, public announcements and product launches are distinct events. This chronology favors dated contemporary releases where the company’s later timeline differs.

03 / READ THE WHISKEY

Follow the liquid

Seven makers, one project

The original Corn Trooper project names OOLA, Breckenridge, Balcones, High Wire, Hartfield & Co., New Holland and Kings County. Each contributes a different starting point. The blend belongs to a collaboration, not one shared distillery. [S20]

A taste before a decision

Frérot's development included three candidate XO Cognac blends for members to compare. That exercise connects the sampling model to product creation: a tasting audience contributes feedback before the final choice. [S9]



Read beyond the storefront

Flaviar for Business supports brands with commerce and fulfillment. This does not establish brand ownership or distillation. Check the exact edition and disclosed maker before connecting the company story to the glass. [S21]

PRIMARY SOURCES & FURTHER READING

S1 Founders & company history
S2 Y Combinator founder record
S3 Tasting-box history
S4 2017 company introduction
S5 Deer, Bear & Moose release
S6 Son of a Peat launch
S7 Caskers announcement
S8 Frérot launch materials
S9 Making Frérot: founder account
S10 WhistlePig Chef's Blend
S11 Corn Trooper 2020 release
S12 Flaviar Times relaunch
S13 Barcart announcement
S14 Wine-Searcher acquisition
S15 RNDC / Shopify launch
S16 Speakeasy announcement
S17 Wine-Searcher: new owner
S18 2026 Advent Calendar
S19 Company locations
S20 Corn Trooper: makers
S21 Flaviar for Business
S22 Corn Trooper: specifications
S23 Corn Trooper: design
S24 Flaviar Originals

Research checked October 18, 2026. Historical recipes belong to their editions. Original illustrations are symbolic interpretations. No owned Flaviar distillery is asserted.