



“Whiskey” Advent Calendar

2024 & 2025





Report from the Hotel Management



Advent 2024 In Numbers

Total Sold
39,425 units

Sales Period		
Start of sales	Expected to sell out	Sold out By
July 9th	December 8th	Nov 27th

U.S.	EU
36,585	2,840

GMV	\$9.4M
Profit Growth	32%

Hotel Guests Report

Tasted By
+60,000 guests

Final NPS
65

New Flaviar Black Users
6111

+7 point increase from 2023

2.5x increase from 2023



**FEATURED
IN**



**BUSINESS
INSIDER**

VICE

The **INDEPENDENT**

Forbes

Featured in multiple "Top Picks" lists

FOOD & WINE



abc NEWS

The New York Times

"Our favorite advent calendars"

Daily Mail



THE WALL STREET JOURNAL.

**THE
NEW YORKER**

"Favorite Advent Calendar packaging"



Report from the Hotel Bar

Full size bottle sales & Advent Calendar Interactions

Total Bottles Sold

7284 bottles

Total GMV from Advent Bottles

+\$350,000

VIP Bottle Buyers

Purchased all 24 full-size-bottles

6.5x - compared to 2023 bottle sales (1065 bottles)

Most Sold Bottle

Bhakta 1928



981 bottles

Total Bottle Page Visits (all 24 bottle pages)

+90,000 page visits

Best Sold Bottle Page Visits

+10,000 page visits

Conversion on Best Sold Bottle

9.8%



15 purchases
(+\$1200 purchase)

Highlights From The Hotel Guests

This was hands down the best calendar yet. You guys nailed it in every aspect. The presentation, the theme, the journey through the booklet, and the variety/quality of whiskeys was perfect.

I thought the 2024 calendar was huge improvement over the 2023 version due to the theme and video host. It went from being just a sample to an experience.

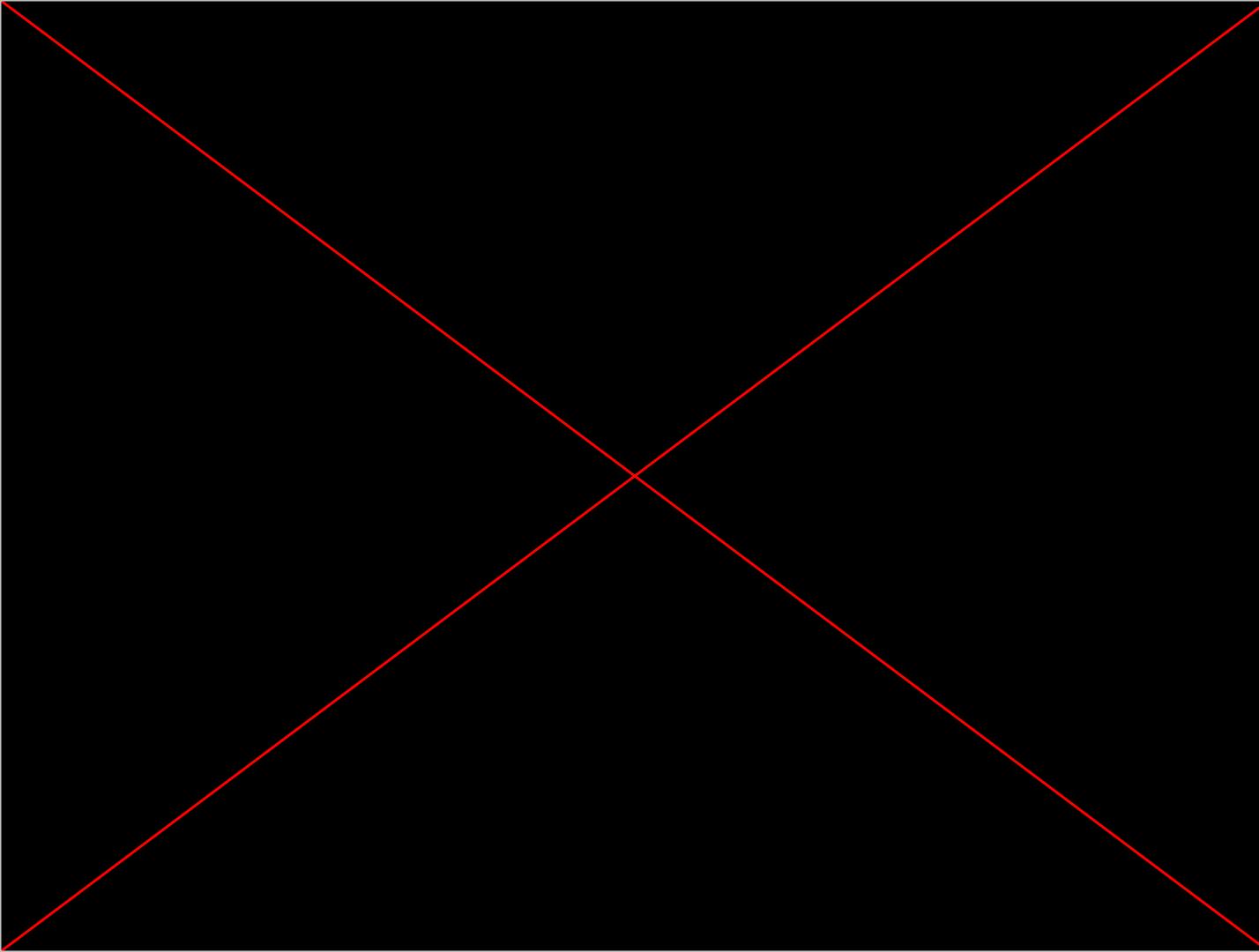
Big Thank You to the whole developing and packaging teams! And, your Whiskey Expert was EXCELLENT!

Best version yet. Elegant and very well thought out!

Guys and Gals, this was just amazing and totally exceeded my expectations! Great job!

I loved the concept! I am more of a bourbon girl, but LOVED THIS ADVENT CALENDAR!!

THANK YOU
FOR STAYING WITH US
AND HAVE A SAFE FLIGHT



Advent 2025 In Numbers



Whiskey Airlines - Advent Calendar 2025
“24 flights around the world”

Production Target

48,000 units

Target Launch

June 18th

Total SKUs

3 Advent Versions

- *Launching 20 days prior to 2024 with 20% increase in total units*

2025 Flavi Air Flight Plan



Flavi Air SKU definitions

FIRST EDITION



Flavi Air US

24x whiskey (and other spirits) samples, sold in US market.

44,000 units

Target Launch

June 18th



Flavi Air Europe

24x whiskey samples, sold in European market

3,000 units

Target Launch

June 18th



Flavi Air Mexico

12x agave based spirits samples, sold in US market

1,000 units

Target Launch

November 2nd



Welcome aboard

(the best Advent Calendar ever made)

