

For Immediate Release

Rare, Limited & Iconic Whiskies - Now Dropping Daily in Australia

Australia, September 2025 - Rare, limited, and iconic whiskies are now dropping daily with the launch of **whiskymofo.com**, a brand-new destination from the team behind Vinomofu.

For the past year, Whiskymofo has been running as a series of events under the Vinomofu banner, attracting more than 32,000 whisky-loving members and building a cult following with its “Whiskymofo & Friends” sales. Now, it’s stepping out as a standalone brand and website - an *always-on* platform dedicated entirely to whisky discovery.

At the heart of Whiskymofo are its **Daily Drops**: new, members-only whisky releases that can sell out in hours, sometimes minutes. From rare single malts to cult distilleries and everyday drams done well, each bottle is handpicked by the Whiskymofo buying team. If they love it, they go all in and unlock savings for their members. If not, it doesn’t make the cut.

Alongside the daily action, Whiskymofo will continue to run its **monthly Whiskymofo & Friends festival** - a one-day showcase of whiskies and premium spirits from around the world. Each event brings together limited releases, exclusive collaborations, and bigger-than-usual deals designed to feel like an online celebration for Australia’s whisky community.

“It’s official. After 12 months, 32,000 whisky-loving members, and some massive drops, Whiskymofo has its own home,” said **Justin Dry, Co-founder & CEO of Vinomofu and Whiskymofo**. “Always on. Always epic deals. That’s what this new platform is all about.”

Dry continued: “Every whisky is tasted by us, and when we love it, we go all in and pass the savings straight to our members. No subs. No clubs. No BS. Just really good whisky at unbelievable prices.”

Access to Whiskymofo is free, but members must log in to see deals. It’s this model - a private community of insiders - that allows the brand to secure whiskies rarely seen in Australia and offer them at prices that don’t last long.

For collectors, it’s a chance to grab something rare before it disappears. For everyone, it’s whisky buying without the hype, gatekeeping, or guesswork.

Whiskymofo.com is live now, with new whiskies dropping daily.

Visit: www.whiskymofo.com

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