

188 CASK CLUB





188 CASK OWNERSHIP CLUB

THE ULTIMATE INVESTMENT FOR WHISKEY LOVERS

In 2021 Wild Atlantic Distillery revived the traditions of Irish Whiskey production in the North West, after 100 years Irish Whiskey is once again been made in the hills of Aghyaran.

The team at Wild Atlantic Distillery are passionate about maintaining the long history of independent, traditional and craft distilleries in Ireland.

Our Whiskey is made and produced at Wild Atlantic Distillery using locally sourced premium ingredients. So, you can be certain of consistent, premium spirit in every cask. We hand select and source the very best oak casks (with full traceability) to ensure the right type of maturation. Our New Make Spirit has the finest and most exciting cask finishes, full maturation in Bourbon, Sherry, Port, Wine and Rum casks.

WILD ATLANTIC DISTILLERY

THE SPIRITUAL HOME OF IRISH WHISKEY

DISTILLING THE SPIRIT OF TRADITION

At the end of the eighteenth century, this corner of the north Atlantic was a hive of illicit distillation; however, changes to the law favoured legal distilleries, and small illegal stills began to die out.

In 1815, Alexander Stewart became the first man to open a legal distillery in Derry/Londonderry, where he produced 85,000 gallons of malt whiskey a year. By 1836 the combined production of whiskey from Derry's legal distilleries amounted to 350,000 gallons. During this time, Irish Whiskey enjoyed great success, exporting globally recognised brands around the world.

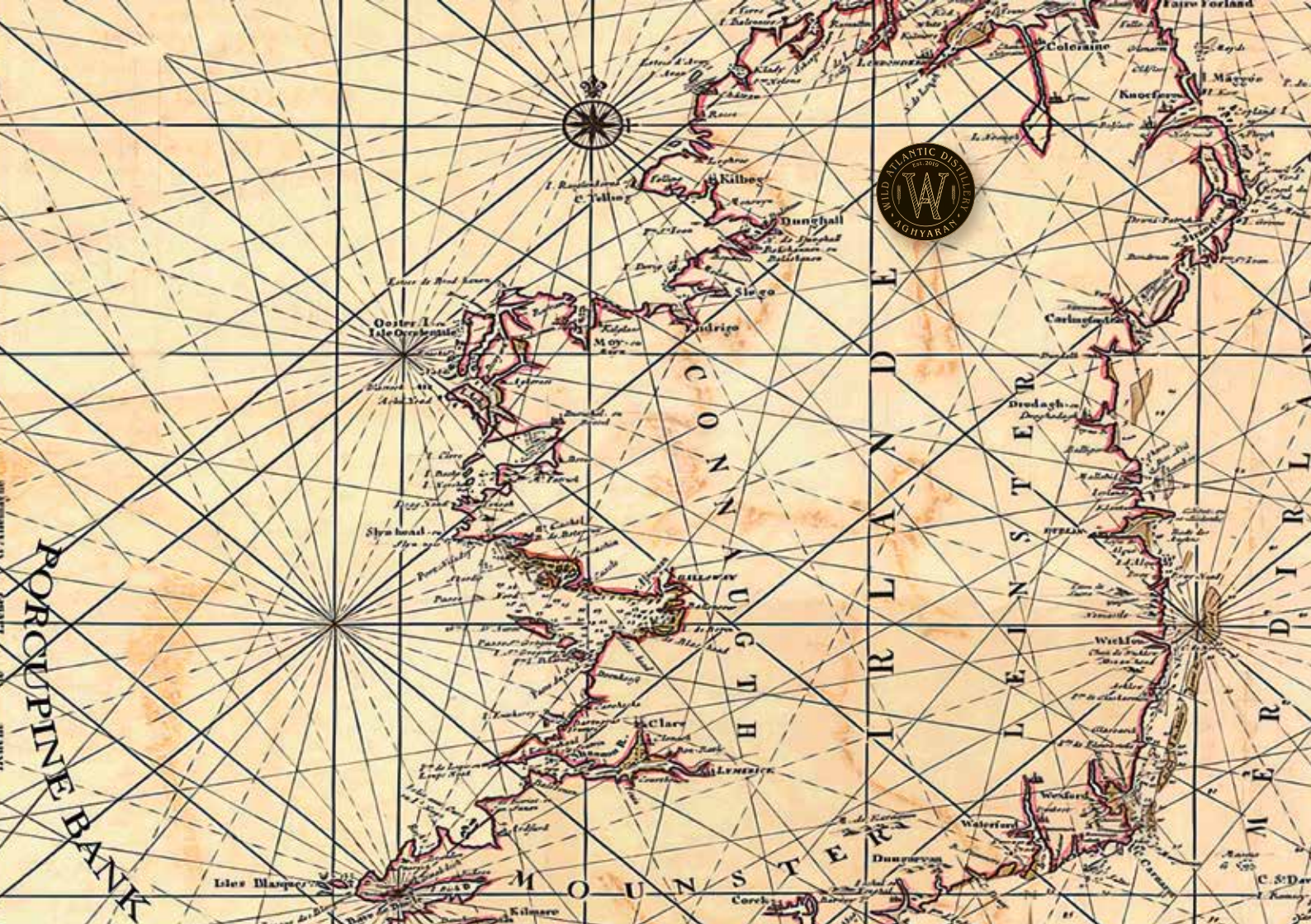
The Watt Distillery began in 1839, when David Watt secured full ownership of the Abbey Street distillery; the largest distillery in Ireland and Britain. By 1824, Andrew Alexander Watt, David's father, was a leading merchant in the city with premises at 9 Bishop Street. In the 1830's Watt entered into partnership with Ross T. Smith in the Abbey Street distillery, securing its future as the largest distillery in the UK. The introduction of the Coffey still – under the supervision of its inventor Aeneas Coffey – increased output to two million gallons a year. Unfortunately, however, this great period for Irish Whiskey, and Derry in particular, wouldn't last.





2021 marks the 100th anniversary of the Watt lockout in Derry, which effectively ended a golden era of whiskey production in the region. The Watt Distillery's downward spiral began in 1915 when it was declared that grain whiskey had to be laid down or matured for a minimum of three years; this contributed to the closure of many distilleries in the area as it effectively robbed them of cashflow and added to cost by imposing a three-year period where the whiskey had to be stored. The 1921 lockout, and subsequent closure of the Watt distillery, resulted in the loss of three hundred jobs and had a catastrophic impact on Irish Whiskey distilling.

One hundred years on and Wild Atlantic Distillery is reviving the traditional whiskey production of this region. We are Brother-in-laws, Brian and Jim, and are passionate about maintaining the long history of independent, traditional and craft distilleries in Ireland, particularly in Co. Tyrone where we are based. Join us as we honour the past by raising a glass to the future with our new premium Irish Whiskey crafted in the traditional spirit of our predecessors.



PORCUPINE BANK



CONNUGHT
MOUNTAIN
LANCASHIRE
WESTMERE

Ooster I.
Ile Oostvliet

WALLSWAY

CLARE

Iles Blaupere

KILMOR

COVE

WATERFORD

WICKLOW

DROGDAGH

CARRIGFOGUE

DUNGHALL

KILBES

COLERAINE

C. S. DAY




WHY INVEST IN IRISH WHISKEY

Unlike most commodities, Whiskey increases in quality and value as it grows old. It's also a major exported product, where demand greatly outstrips supply. The Irish variety is the fastest growing brown spirit in the world.

The Whiskey industry in Ireland is set to soar above €1 billion euros per annum - and doubling again by 2030! There simply isn't enough mature Irish Whiskey available to supply the market today - certainly not in 5- or 10-years' time.

According to Fortune magazine, Irish Whiskey has been overshadowed by it's Scottish, Japanese and American counterparts from an investment standpoint. But long-time writer for the Whisky Advocate Johnny McCormick predicts that's about to change.





PROTECT YOUR DOWNSIDE

Irish Whiskies breakout moment has arrived. Making today a great time to get in on the ground floor: “The Irish market is going to be really big over the next decade.”

There’s a shortage of Irish whiskey on the horizon as production simply can’t keep up with demand. The Irish Whiskey market has been aggressively growing at an unprecedented 12.5% p/a every year for the last 21 years.

“Whiskey has become a tradable commodity like gold or oil - which is sad, as it’s meant to be shared and enjoyed with friends. We make it for people to drink,” says Ian McClune of Whisky Auctioneer.







WHY INVEST IN IRISH WHISKEY?



Irish whiskey is the fastest growing spirits category of the past decade with sales volumes up 140%



Value of Irish whiskey exports is €890 million



Irish whiskey has grown from 5 million cases in 2015 to 12 million cases in 2020 and projected to grow to 20 million cases by 2030



5% global market share

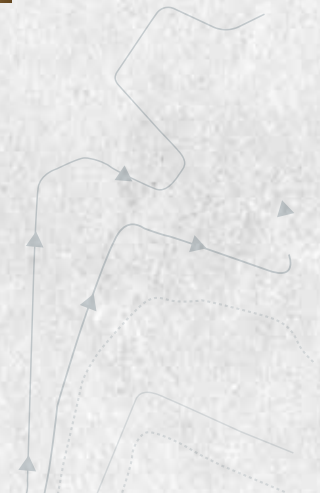


Irish whiskey is sold in 140 markets globally



HOW IT WORKS

THE CASK INVESTMENT CYCLE LOOKS LIKE THIS



PRODUCTION

The Whiskey is made and produced at Wild Atlantic Distillery using locally sourced premium ingredients. - So, you can be certain of consistent, premium spirit in every cask.

We hand select and source the very best oak casks (with full traceability to ensure the right type of maturation.

DUTY SUSPENDED STORAGE

We produce this Whiskey in our own distillery, ensuring economies of scale and minimum production costs. We organize insurance and storage in our own bonded warehouse geographically suited to the style of whiskey.

Casks are held in duty & VAT suspension while the whiskey matures.

These costs will be added to the final bottling price or when the cask is removed from bonded storage.



PRIVATE CASK INVESTMENT

Whiskey has long been a closely guarded asset that rarely changed hands outside of distilleries and brand owners. For too long, investment opportunities in whiskey casks were few and far between, for those outside of the distilleries themselves. Thankfully that has all changed.

Your purchase covers the cost of the oak cask, it also includes the Whiskey inside the cask, plus storage and insurance for 10 years.

The Whiskey's title and ownership is given to you, making it an asset-backed investment giving you the freedom to sell at any time after 3 years.





AGED VALUE

In 5 years, time (after deducting “the angels’ share” -a maximum 2.5% per annum rate of evaporation)

An example investment of £5,995 will yield approximately, 385-405 70cl bottles of Irish Whiskey (43% ABV) per cask owned. If we assume the lower amount (385 bottles) and divide that by your total costs across five years, the cost per bottle is little more than £15! In contrast, some 5-year-old Irish Whiskey is currently selling retail in 2022 for £150 a bottle.





EXIT STRATEGIES

If you wish, you can exit the investment at any stage after 3 years.

While Whiskey certainly increases in value and desirability each year, there will always be a market for Whiskey of any age. Considering the high growth seen in this market during the previous two decades, we feel there will certainly be a huge demand in Ireland for your premium mature Whiskey. And the longer you wait to age the Whiskey, the more sought after and valuable it will become.

- ✓ **Specialist Cask Auction House**
- ✓ **Bottle & Sell Limited edition**
- ✓ **Exclusive Bottle & Give to Friends**
- ✓ **Cask Buy back options**

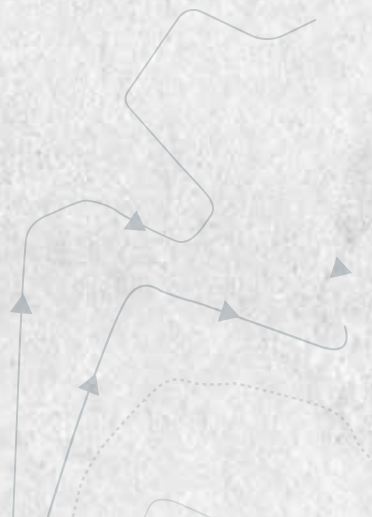
THE LONG - TERM STRATEGY PRIVATE / CORPORATE CASK INVESTMENT

If you wish, you can exit the investment after 3 years, however this is the type of investment you can sit on — relax and let it age until you need the capital. Some investors purchase a cask for each grandchild so that when they come of age in 20-30 years, the casks value can be redeemed and put towards a prominent family investment such as a family home

As reported by Irishwhisky.com, we've seen recorded sales of Irish Pot still whiskey selling for very healthy sums from back in 2017 when they went on sale.

- Irish whiskey is the fastest growing spirits category of the past decade.
- Value of Irish Whiskey exports is €890 million.
- 5% global market share
- Irish whiskey sold in 140 markets globally.
- Irish whiskey has grown from 5 million cases in 2015 to 12 million in 2020
- Projected growth by 2030 is 20 million cases

Source: Irish Whiskey Association, report on Irish whiskey 2010 - 2020





THE MARKET - PRESENT


Irish Distillers enjoyed a monopoly on Whiskey for nearly 30 years until Cooley Distillery in Dundalk started. This was the first independent distillery to open in Ireland, and take on the Irish Distillers monopoly, in nearly 70 years.

In 1988, French giant Pernod Ricard bought Irish Distillers and all the brands associated with it (Jameson, Bushmills, Middleton, Redbreast, etc.)

By the 1980s, Ireland was producing only 2 million cases per year — of which, 50% were sold domestically. The remaining 50% were sold in Irish pubs around the world..

During the same era, Scottish whisky sold over 100 million cases per annum around the world, making the Irish Whiskey market only 2% of the Scotch market. But with conglomerates such as Pernod Ricard heavily invested into Irish Whiskey, along with some competition starting to arise by way of other Irish whiskey distilleries, a huge resurgence was underway to bring Irish Whiskey back to its former glory as the main player in the Whiskey market. In 2012, Jim Beam Sunry bought Cooley Distillery for a reported €73 million, a significant increase on the original share value.





Bacardi then bought into a Dublin based Distillery. Jack Daniels' owners Brown-Forman created Slane Distillery in 2015 for their stake in the Irish Whiskey boom set to take place. Bushmills was sold to Diageo for €200 million in 2005, then Tequila giant Jose Cuervo bought Bushmills from Diageo in 2014. As quickly as brands became popular or available for sale, the big boys were gobbling them up as Irish Whiskey emerged once again as a global player.

Fast forward to 2018: Over 10 million cases of Irish Whiskey are sold each year — a growth of 500% since the 1980s! Showing an average growth rate of over 13% per annum, with distribution now in 140 countries, Irish Whiskey is coming back in a big way. Countries such as Russia and Asia are beginning to show their heads as huge markets for the future yet virtually untapped at present

MARKET FORCES

There are four forces driving the Whiskey market growth:

- Since the early 2000s, young drinkers are choosing brown spirits — plainly, Whiskey is cool once again
- Emerging middle classes around the world
- The opening of Eastern Europe and Russia
- £2.4 billion invested by Pernod Ricard into production and global advertising of Irish Whiskey - along with over £1 billion committed from the Irish Whiskey Association.



Very recently, UFC fighter Conor McGregor released his own brand of Irish Whiskey. With the success of his brand, Proper 12, they have aggressively bought up most mature stocks across Irish bonded warehouses to meet this huge demand. Having 30 million followers on Instagram helps create a buying frenzy!

This will further hurt the supply issue for other brands, as demand increases globally for Irish Whiskey without the supply to back it up. This is, however, a great predicament for investors who happen to be sitting on Whiskey while it ages - confident in the future of the market

THE MARKET - FUTURE

Irish Whiskey sales are expected to hit 12-14 million cases by 2020. This kind of demand, considering the supply available, forces prices up the same way it has with Japanese Whiskey.

Today, Japanese Whiskey sells for €100 a bottle, compared to Scotch and American Whiskey selling at €20, and Irish Whiskey which sells at €40. Even more compelling is how Japanese law allows purchasing of Irish or Scotch Whisky to blend in with Japanese Whiskey! Whereas the Irish cannot buy from Scotland, America or Japan to help meet their demand, as Irish law only allows Whiskey made in Ireland to be sold as such.



For Ireland to become a “Stable market” by way of supply keeping up with predicted demand. Experts say that we must have 900 Million LPA (Liter of Pure Alcohol) stored away. With all distilleries opened or planned to open and producing at full capacity, Ireland will struggle to produce even 120 million LPA. And currently, we are producing nowhere near this 120million.

The future looks very bright, with experts predicting Irish Whiskey to become the most valuable of all whiskeys.

The first bottle of a 3-year-old Dublin whiskey sold for \$10,000 at auction in September 2018.

“The potential [growth] is massive when we compare Ireland to Scotland - with over 130 Scottish distilleries in operation,” says Irish Whiskey Association Chief Executive Miriam Mooney.

Export sales for Irish Whiskey will double by 2020 and double again by 2030, the organization predicts.







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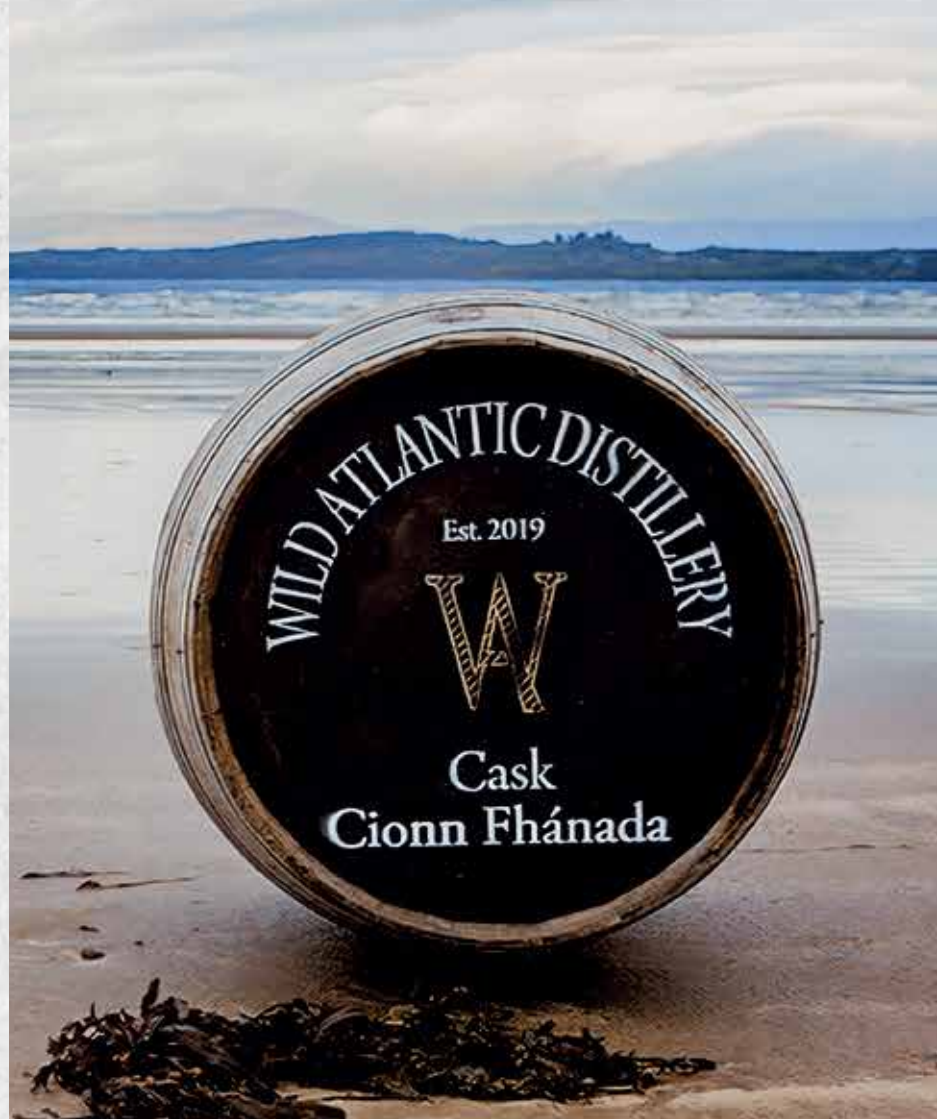
**The casks are a limited-edition
unique offering, inspired by the
Wild Atlantic Way**

EACH CASK WILL BE NAMED AFTER A SPECIFIC *POINT*
ALONG IRELANDS MOST SPECTACULAR COASTAL ROUTE



The Wild Atlantic Distillery is offering a limited number of 188 casks to reserve for private investors. The whiskey is distilled in our handmade copper pot still using a combination of traditional and modern skills to produce an exceptional spirit that will become your Private Single Cask Whiskey. The casks will be a limited-edition unique offering, inspired by the Wild Atlantic Way. Each cask will be named after a specific point along Ireland's most spectacular coastal route. Labeled and bottled bearing the name of these points, a unique expression of Ireland's Whiskey making traditions.

The Whiskey is made and produced at Wild Atlantic Distillery using locally sourced premium ingredients. So, you can be certain of consistent, premium spirit in every cask. We hand select and source the very best oak casks (with full traceability) to ensure the right type of maturation. Our New Make Spirit has the finest and most exiting cask finishes, full maturation in Bourbon, Sherry, Port, Wine and Rum casks.






SELECTING A CASK

We have established relationships that enable us to source highly unique casks, and we now have a unique variety available. No two casks are truly the same, and we will work with you to create a tailor-made experience and find your perfect match.

Understandably costs will change depending on the cask you have selected and how much spirit it has been filled with, but we feel it's important that you have some connection and input into this very important part of the maturation process.

This year we will continue offering extremely limited casks, which will only be available for a set period. If you're after that perfect gift for someone, or that unique business rewarding cask to bottle for colleagues in the future, this is something worth looking out for.

Our core cask listing is available all year round, but some casks will be limited due to demand and popularity, so please fill out our enquiry form online at www.wildatlanticdistillery.ie to find out more. Prices start from £5,995 (not including taxes, VAT, bottling, and warehousing costs).



INVESTMENT STRUCTURE

£5,995

Ex-Bourbon Cask
One 200L Irish Whiskey Cask
200L New Make Spirit circa 63% abv
Insured for 10 years
Certificate of ownership



£6,995

PX / Oloroso Sherry Cask
One 250L Hogshead
250L New Make Spirit circa 63% abv
Insured for 10 years
Certificate of ownership



£11,495

PX / Oloroso Sherry Cask
One 500L Sherry/Port Pipe
500L New Make Spirit circa 63% abv
Certificate of ownership
Insured for 10 years



Multiple Barrel Options

Portfolio of casks

Combine barrel options

Multi-year release options

Spread your investment

opportunities

Email us to discuss options



- **Fastest growing spirits category of the past decade**
- **Value of Irish Whiskey exports is €890 million**
- **Irish Whiskey sold in 140 markets globally**
- **5% global market share**
- **Sales volume up 140%**
- **Projected growth of 20 million cases by 2030***

HOW TO PURCHASE

- Ask us for an application form using the contact details.
- Select the size and number of casks you wish to order.
- Prices are per cask under bond and exclude bottling, transport, duty and VAT which may become payable on bottling.
- Read the full T&C's and return your completed application form along with your payment.
- We will send you an order acknowledgment, fill dates are sequential.
- You will be invited to the distillery to fill your own cask or we can fill it for you if you are unable to attend.
- You will receive a stock certificate indicating cask number, fill date, type, capacity, contents and strength.





188 CASK CLUB INCLUDES

Cask of New Make Whiskey at approximately 63% ABV

Membership Certificate.

Your Cask Name and Number on the Cask

Certificate of cask ownership and date when filled

Secure warehousing under bond for 10 years including insurance

100ml Samples sent to you on the 1st, 3rd, 5th, and 10th anniversaries of filling.

Cask buy back options at 5% annual compound interest for private owners.



“Taste The Spirit of Ireland”

“Whiskey is Liquid Sunshine.”

• George Bernard Shaw •





@wildatlanticdistillery



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@WADistillery

✉ casks@wildatlanticdistillery.ie



www.wildatlanticdistillery.ie



+44 (0) 28 9600 2525



www.wildatlanticdistillery.ie