



WILD ATLANTIC DISTILLERY LTD

188 Cask Club - Private Investment

www.wildatlanticdistillery.ie

WHY INVEST IN IRISH WHISKEY?

The unique opportunity to own your own cask of Irish Whiskey, own your little piece of Ireland. Alcohol is in no way a necessity, but it is a product that sells through good times and bad. Why is "craft" becoming a hit in the liquor world? There's been a broad shift in a variety of beverage categories to sell more craft items that are deemed premium meaning not mass produced. We use 100% Irish grain to produce high-quality spirits with a unique Irish heritage and provenance that will further enhance the Irish Spirit brand around the world.

Wild Atlantic Distillery Ltd produce a range of craft spirits in the short term whilst laying down our New Make Irish Whiskey for a minimum of 3 years in our own bonded store.

- ✓ Unique Opportunity
- ✓ Own your own cask of Irish Whiskey
- ✓ Solid Returns from aging casks



Wild Atlantic Distillery

WILD ATLANTIC GIN & WHITE SPIRITS



Wild Atlantic Gin was inspired by one of nature's great wonders, The Porcupine Bank, situated approximately 120 miles off the West coast of Ireland on the edge of the Atlantic Ocean. The name of the bank comes from the ship, A research vessel called "Porcupine" that discovered this marine environment in 1862. The M.V Porcupine was a sail and paddle-wheel ship used mainly for surveying the oceans. The Sugar Kelp used in our Gin comes from these waters.

GIN SCHOOL - EVENT EXPERIENCE



Under the guidance of one of our distillers, you will learn about the art of distillation and what it takes to produce a well balanced and harmonious GIN.

- Distillery Tour
- Choose Your Botanicals
- Run Your own Mini-Still
- Your Own Gin Recipe
- Enjoy A Gin & Tonic
- Personalise Your Bottle

CRAFT DISTILLERY



The Distillery is located in Aghyaran close to the Sperrin Mountains, County Tyrone and County Donegal, 15 miles from the Wild Atlantic Way.

The distillery uses a modern still technology backed up by Gold & Silver medal winners from across the globe. Awarded best Northern Irish Gin in the World Gin awards. Our equipment manufactures and our distillers are on hand to ensure only the finest spirits are produced.

188 CASK CLUB



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. Held in duty & VAT suspension in our own bonded warehouse.

- Choose your own cask type
- Cask(s) Of Irish Whiskey
- Fully insured for 10 years
- Unique investment opportunity
- Fill your own cask

WILD ATLANTIC DISTILLERY LTD

Wild Atlantic Distillery has spent 3 years in developing "Wild Atlantic Gin & Vodka", establishing both the brand and a path to market for products. Phase 1 funding was achieved in 10 weeks allowing construction of the distillery which began in 2019 and opened to the public in February 2020.

Awarded best Gin in Northern Ireland 2021 at the World Gin Awards - These awards showcase the best in the World.

Irish Whiskey production began in the Spring of 2021, with the arrival of our 1000L copper pot still.



WILD ATLANTIC GIN

A balanced Dry Gin from The Wild Atlantic Way

- Juniper
- Coriander
- Angelica
- Orris Root
- Cassia Bark
- Lemon
- Irish Gorse Flowers
- Organic Irish Sugar Kelp





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 for investing is coming. 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.

HOW IT WORKS

THE CASK INVESTMENT CYCLE LOOKS LIKE THIS

PRODUCTION



The Whiskey is made and produced at Wild Atlantic Distilleries 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 tot 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 £4,495 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 £6! In contrast, some 5-year-old Irish Whiskey is currently selling retail in 2019 for £80 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
- ✓ Bottle & Give To Exclusive 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

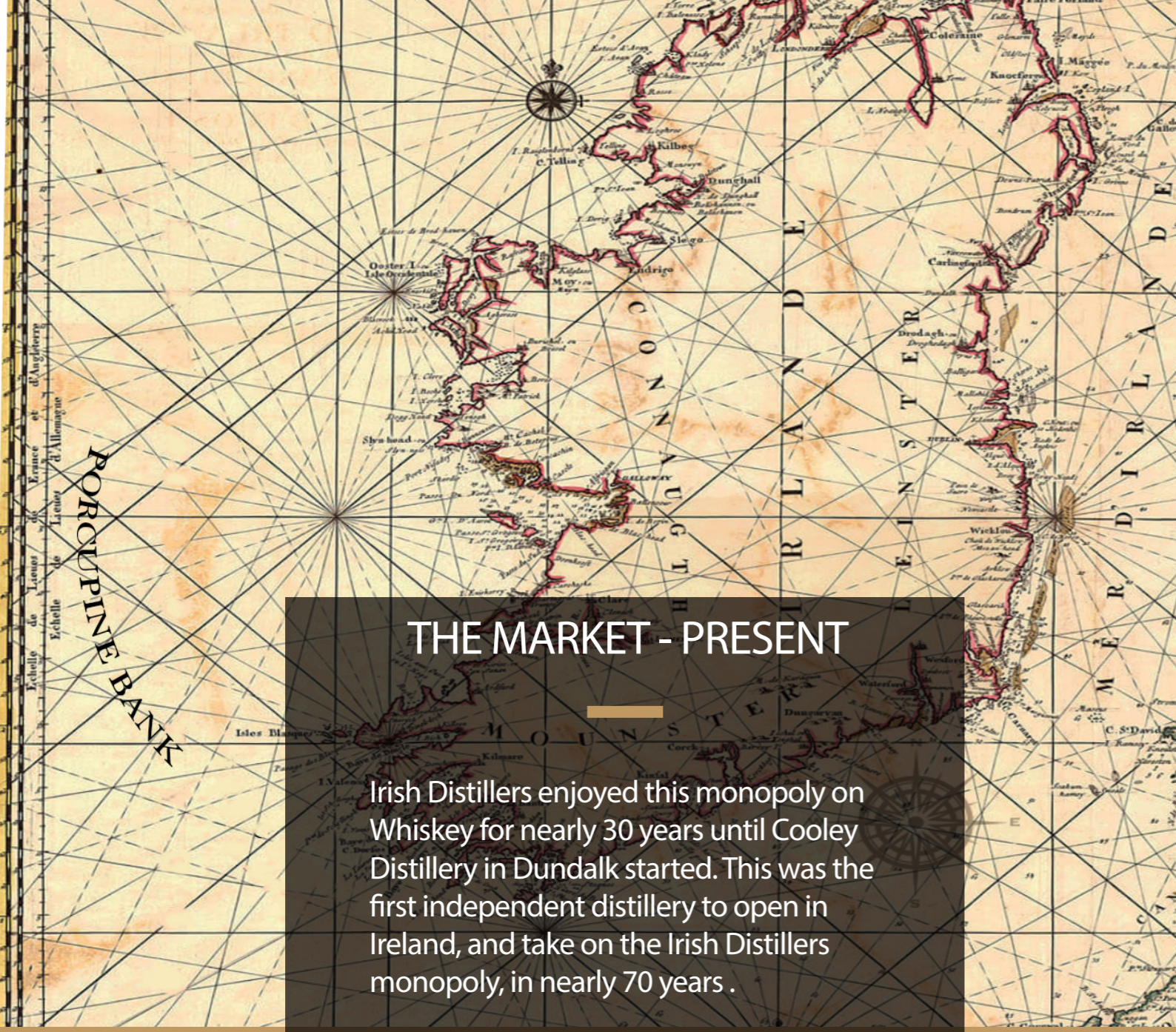
As reported by Scotchwhisky.com, we've seen recorded sales of Irish Pot still whiskey selling for very healthy sums from back in 2017 when they went on sale.

- 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 Assocaition, report on Irish whiskey 2010 - 2020



Disclaimer: Like anything in life, nothing is guaranteed. America (Ireland's biggest export market) could change laws and reinstate Prohibition again. Other countries could follow suit which would cause an oversupply of the market and bring whiskey pricing down. It's unlikely but could happen. Companies wanting to come to a deal today to buy your whiskey could be out of business in 5 years. Past sales prices are no guarantee for future sales prices.



THE MARKET - PRESENT

Irish Distillers enjoyed this 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:

1. Since the early 2000s, young drinkers are choosing brown spirits — plainly, Whiskey is cool once again
2. Emerging middle classes around the world
3. The opening of Eastern Europe and Russia
4. €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 his 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 Whiskey 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.

INVESTMENT STRUCTURE

£4,495

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

£5,495

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

£8,495

- PX / Olorosso 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*



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