

Australian Cask Whisky Investment

Diversification Benefits
Fully Insured & Secure
Low-Risk Opportunity



WHISKEY & WEALTH
CLUB

Foreword from Scott Sciberras, CEO and Co-Founder, Whiskey & Wealth Club



Thank you for taking the time to look into our unique cask whisk(e)y investment opportunity.

Whiskey & Wealth Club was co-founded by myself, my close friend and whisk(e)y expert, Jay Bradley and entrepreneur, William Fielding. We have combined our passion for whisk(e)y along with our investment experience to bring you this unique opportunity first conceived by Jay and his father over a whisk(e)y one night.

The Whiskey & Wealth Club team has over sixty years combined experience in the investment and beverage industries. We only work with Ireland's top whisk(e)y brands and distilleries, so you can be sure you're purchasing a premium product with a strong resale value. In addition, all our casks are fully insured and stored

in a bonded warehouse, providing you with security and peace of mind.

Many savvy investors are using whiskey as a way to diversify their portfolio. Aged whisk(e)y carries a higher value than the new make whisk(e)y spirit that initially goes into the barrel.

Therefore, this presents a wholesale model with attractive returns, even to the most risk-averse individual.

The average return on a five-year investment of New Make Spirit that has been seen is around 12% per annum.³ But for keen investors who are able to keep their casks for longer than five years or even eight years, the returns are considerably higher.⁴


Some clients are also using our whiskey investment portfolio to add a different flavour to their pension plans now that the use of cask whiskey has been approved by self-invested personal pension schemes.

These are exciting times for Australian & Tasmanian whisky market and an opportunity not to be missed.



Best wishes

Scott Sciberras CEO and Co-Founder Whiskey & Wealth Club



" The idea of **Whiskey & Wealth Club** came to me and my father over a **whisky one night**. As we discussed who would be the best CEO of the company, we both simultaneously said, "**Scott Sciberras**". After working closely with Scott for over 19 years, my father, a whisky aficionado and expert in the field, believed Scott was the perfect fit for the role, trusting him to take on his vision and grow it to its greatest potential."

JAY BRADLEY, CO-FOUNDER OF WHISKEY & WEALTH CLUB

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Whisky offers an alternative investment that can provide diversification benefits

Australian and Tasmanian whiskies are gaining global recognition, earning **renowned accolades such as gold medals at the World Whisky Awards.**

The Australian Whisky Renaissance

From humble beginnings to global acclaim, Australian whisky tells a story of passion, resilience, and expert craftsmanship. With over **300 distilleries** now producing award-winning spirits, **Australia & Tasmania** have firmly established themselves as **whisky powerhouses.**

Why Invest in Australian Whisky?

Whisky investment has grown into a sophisticated global market, with collectors and investors drawn to its unique potential for value appreciation. Australia's whisky industry is booming, but is nowhere near its peak. The potential for significant growth offers an exciting opportunity to diversify portfolios with "liquid gold."

History so far

Early Days: Whisky-making began in the 1800s with settlers and convicts experimenting with distillation.

Tasmanian Roots: The first legal distillery opened in 1822, though progress was stifled by prohibition until the 1990s resurgence led by Lark Distillery.

Gold Rush Boom: The 1850s saw increased production, with Victoria emerging as a key whisky hub.

Decline and Revival: By the 1960s, imported spirits and taxation caused local production to vanish. The 1990s revival redefined Australian whisky, now celebrated for its quality and innovation.

Whichever option you choose, our experts will support you every step of the way.

Regional Excellence

Tasmania: Rich, complex whiskies from iconic producers like Hellyers Road.

Victoria: Innovative distilleries such as Starward leverage local wine barrels for unique flavors.

New South Wales: Emerging as a leader in blending tradition with innovation, with standout brands like Corowa.

Australian whisky now stands at the **forefront of global craft spirits.**

Its history, recent awards and future promise make it a compelling investment, giving testament to exceptional craftsmanship.

"I'm very comfortable with what I've learned today to move forward. I'm delighted to be investing." ROBERT PEPPER"



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Why distilleries need investors

New Make Spirit needs to be matured for at least three years before it can be called whisky.¹⁰

Maturing whisky is a capital intensive business. By selling a percentage of their yearly production, distilleries can cover their operating costs, allowing them to lay down the remaining percentage for their own brands whilst enjoying a mutually beneficial business relationship.

There are two key strategies that distilleries commonly adopt to accommodate this high upfront cost and remain profitable during the whisky maturation period:

Strategy One: Borrowing

Traditional borrowing from banks is an option chosen by some distilleries. However, this strategy exposes distilleries to the risk of market fluctuations and lending limitations.


Many new distilleries have already borrowed capital to cover set-up costs and do not want to take on any more debt during the process of maturation.

Strategy Two: Wholesale selling

This is when distilleries sell casks at wholesale rates to a whisky bonder or broker. This model is used with a certain amount of their whisky production to ensure a consistent revenue stream.

This is where **Whiskey & Wealth Club comes in.**

We contractually agree a price to buy large quantities of this New Make Spirit straight off the stills. This provides the distillery with the funds they need to operate. We then add our small profit margin. The whisky is put in first-fill, A-grade, American oak barrels, stored in a bonded warehouse, and fully insured for five years against fire, theft, accidental damage and spoilage, making it a full turnkey opportunity.



" I have invested in whisky before. I think it's a good investment for the future. I think that it's very unlikely that the spirit in the barrels is going to go off, not sell or be destroyed. I consider it an 80-90% secure investment." ANTONELLA BARBATI

How **investing** in cask whisky works

1. Production: New Make Spirit is distilled and stored in casks for maturation.

At Whiskey & Wealth Club, we only work with the finest Irish distilleries with a proven record of producing premium whisky. This offers a much stronger resale value.

2. Broker negotiations: Whiskey & Wealth Club buys the whisky in bulk at heavily discounted, wholesale rates. We organise the insurance and storage in a bonded and maintained warehouse.

3. Private investors: Each cask starts from \$3200 onwards, depending on the distillery you're buying from and the specifics of the cask and spirit. This price covers the cask, the 200 litres of whisky

inside the cask (this is a rough guide as casks are made by hand so not all are exactly 200 litres), plus storage and insurance for five years. The whisky's title and ownership are registered in your name and as you own the asset, you can sell (or bottle) the whisky at any time.

4. Aged value: In five years, you should own the equivalent of around 385-400 70cl bottles of whisky (46% ABV) per cask. The slight reduction in volume is down to the 'Angels' Share' – an estimated 2% per annum rate of evaporation. Some five-year-old whiskys are selling between \$100-\$150 per bottle.⁹ Tax, bottling and handling fees will need to be considered when estimating the cask holder's total profits.

5. Exit strategies: We propose holding the spirit for at least five years.¹⁰ While whisky will increase in value for each year of maturation, there are markets for whisky of any age.

Like maturing whisky, this is an unhurried investment. This needs to be considered by investors who require ready access to capital.

When exiting your investment, there are a number of strategies to choose from. These options are briefly covered within this brochure.

Our highly trained and trusted team of Whiskey & Wealth Club professionals tailor each clients' strategy to meet their specific needs.

How investing in cask whisky works – exit strategies

1. Sell to an existing whisky brand for bottling

- Many whisky brands do not own their own distillery. As whisky's popularity grows, we expect to see many more brands looking to buy ready aged whisky. With the demand for whisky far outstripping current production, this places investors in a safe position with very little risk of competition.

Over 100 Irish whisky brands are predicted to enter the market in the next five to ten years. This, in turn, provides a wider market for whisky buyers and sellers.

2. Sell to private investors or collectors

- Private investors often wish to bypass large portions of the maturation period by purchasing mature stock from our existing clients. For example, a potential client hoping to own a 15-year-old whisky will be willing to pay a premium for a five-year-old and wait a shortened ten years to see a drastic return in profits. This exit strategy is incredibly valuable when considering the bidding wars that begin after the eight-year benchmark.

3. Sell at a whisky auction

- Whisky auctions are a popular exit strategy and require the least effort on the part of the investor.

4. Private bottling and labelling

- You can sell to private labels such as supermarkets, hotel chains and even existing brands or distilleries. This option may be viable to some of our clients.

Please do get in contact with one of our whisky experts.

Whiskey & Wealth Club are here to support you with any of these exit options.

Why Australian whisky?

Awards & Recognition

. Corowa Distillery was listed by '[The Spirits Business](#)' as one of the top 10 up and coming whisky distilleries in the world.

. Corowa Distilling Co has taken out the best Aussie whisky award in [Dan Murphy's first ever blind taste test](#)

. Corowa Distilling Co wins title of [Best Australian Whisky](#) at Decoded Spirits Awards with Characters whisky

. Their Coastal Cane Pure Single Rum is also a multi gold medal winning expression, most recently taking home the trophy for Best Rum at the 2023 Australian Distilled Spirits Awards.

[Gold Medal Winner](#) - San Francisco World Spirits Competition 2024

[World Whiskies Awards 2024](#) - Silver Medal - Single Barrel 412 American Oak Bourbon/Chardonnay Peated

Hellyers Road is Australia's Most Awarded Distillery.

[World Whiskies Awards 2024](#)

2024 GOLD Winner - Australia Small Batch Single Malt
2024 GOLD Winner - Australia Single Cask Single Malt
2024 GOLD Winner - Blended Limited Release
2022 GOLD Winner - Category Winner

[San Francisco Spirits Competition 2024](#)

2024 Double GOLD Winner
2024 Gold Winner

Whisky versus wine

"Whisky is viewed as a much safer investment than wine, and also a more accessible investment for new collectors," according to Iain McClune of Whisky Auctioneer.¹¹ Wine requires many different variables to develop into a valuable commodity. It also continues to age inside the bottle, leaving it vulnerable to spoilage. Whisky doesn't evolve or age while in the bottle, so the key is to invest in it while the spirit is in the cask.

"Excellent, very informative, Whiskey & Wealth Club obviously know their business and we would like to look further into investing." DENIS AND ANN LYNCH

The future looks bright for Australian whisky

Experts are predicting a positive future for Australian whisky, with strong indicators of growth and increasing global recognition.

Here's a summary of what the next decade could hold:

Australian Market Growth and Expected CAGR

. The Australian whisky market is expected to grow at a compound annual growth rate (CAGR) of approximately 12% over the next 10 years.

. This growth is fueled by rising consumer demand for premium craft spirits, both domestically and internationally.

Recent Progress Driving Momentum

1 - Global Recognition: Australian whiskies have won numerous international awards in recent years, elevating their reputation and appeal in key markets like the U.S., U.K., & Asia.

2 - Export Growth: Exports have surged, with more distilleries focusing on building distribution networks abroad.

3 - Innovation and Sustainability: Distillers are adopting innovative maturation techniques (e.g., using native woods or wine barrels) and implementing sustainable practices, appealing to eco-conscious consumers.



Predictions for the Next Decade

1.

Increased Distilleries:
The number of distilleries is set to grow, potentially doubling from the current figure of ~300 as the industry scales to meet demand.

2.

Global Market Expansion:
Exports are expected to account for a larger share of revenue, with Asia, particularly China and Japan, emerging as major markets for Australian whisky.

3.

Premiumisation Trend:
Consumers' preference for high-quality, small-batch products will drive further investment in craft production and innovative techniques.

4.

Tourism and Whisky Tourism:
Whisky tourism is anticipated to grow, with distilleries expanding visitor experiences to capitalise on international interest.

5.

Investment Opportunities:
Whisky cask investments will become more mainstream, attracting investors seeking alternative assets with high potential returns.

Conclusion

The next decade will see Australian whisky solidify its position on the global stage, driven by innovation, quality, and strong consumer demand. Its growth trajectory, underpinned by a rising CAGR and export expansion, highlights a bright future for both producers and investors.

Long-term strategy



"There are a lot of different influences here and a lot of heritage, the family background was very interesting. I'm quite a cautious investor but am very interested by the prospects." JENNIFER KEANY

Investors who are able to keep their whisky casks for longer than the average five years could see huge **increases in their initial investment.**

30 years to grow to \$500,000

There have been recent reports of record prices achieved on rare whiskies.

For example, a 12-year-old ex-Bourbon cask with an asking price of €75,000 was sold via Midleton's cask circle, as well as a 16-year-old cask for €450,000 (400 litres, which is double the size of our casks, so €225,000 by comparison).

Another example is a 27-year-old 500-litre Marsala cask which went on sale for a colossal price of €907,000.

While not all 27-year-old casks will achieve this, it's an important marker for just how much an aged barrel can sell for.

At Whiskey & Wealth Club we offer New Make Spirit (straight off the still) at ultra-wholesale rates.

Australian Whisky is currently the fastest growing brown spirit in the world, so the concept of a long-term strategy with the cask being worth €300,000 in 30 years' time, is not as far-fetched as it may appear on the surface. When taking into consideration natural inflation, the prices for grain, manual labour and other factors in the process of production, a cask would have cost less than €500 to produce 27 years ago.

Therefore, the six-figure sale price points we are highlighting today could potentially be a lot more 30 years from now.

97% of Australian whisky sells between the ages of three and eight years old.

Once whisky passes the eight-year mark, it can enter a bidding war. New whisky brands that do not have mature stock, but would like to position themselves with rare, quality whisky from the outset, must buy mature whisky from elsewhere.

These brands will often pay a premium to have a few thousand bottles of top shelf, rare whisky in their arsenal.

Get in touch! Your invitation to experience the magic of a whisky distillery

We invite all potential investors to tour the distillery they're considering buying casks from.

This tax-deductible trip to our Australian distilleries offers investors the chance to take a behind-the-scenes look at a commercial distillery and provides a rare chance to see where the magic takes place.

You will also get to meet our team. Our whiskey experts are always on hand to discuss whether buying cask whiskey is right for you, so please don't hesitate to contact us.

To speak to one of our Account Directors, call **+61 291 350 866**



”

I had thousands of notes and questions and believe my decision is right.

I would recommend to friends and family.

I will be working with Whiskey & Wealth Club from tomorrow.

- OLEG SAVELJEV

”

Foot notes

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2 <https://www.bordbia.ie/press-releases/minister-creed--bord-bia-build-on-the-success-of-irish-drinks-exports-to-the-us-in-chicago/>

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4 <https://www.bbc.co.uk/news/uk-scotland-scotland-business-41558737>

5 Calculation based on initial new make cask bought for €2,900 and sold for €3,250 - €3,500 after five years. Please note, past performance cannot guarantee future returns.

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