



SCOTTISH
EDITION



— WORLD OF —
WHISKY

INVESTMENT BROCHURE 2023



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A MESSAGE FROM OUR CEO

Welcome to the world of whisky. I have been involved in luxury assets for over two decades and am extremely pleased to be able to present an opportunity for you to start your investment journey in to the World of Whisky.

The whisky maturing process has typically been generating returns for an exclusive community of the wealthy for hundreds of years. Historically only distillers, blenders and a select few were able to benefit from this fantastic market.

I have opened World of Whisky to help provide private investors the opportunity to purchase both new cask or premium, branded Scotch whisky and Irish Whiskey of the highest quality at wholesale rates.

To provide as much security as possible, when purchasing your cask all assets are fully insured and stored in a bonded warehouse or directly at the distillery. Our team has over 60 years experience in both the investment and beverage industries which we leverage to ensure that we only work with leading Irish and Scottish brands and distilleries.

With this in mind, each investor can be sure they are purchasing a high-quality asset with a strong potential resale value. Whisky is an alternative investment that can diversify your portfolio average with returns around 12% per annum, however this is subject to variation.

For those investors who can hold on to their casks for longer than the average three to five years, the demand for whisky matured for eight or more years is generally greater and can provide a higher return on investment. Now more than ever is a good time to diversify and recession proof your portfolio.

A free trade deal between the UK and India could bring huge benefits for whisky producers as the UK government looks to cut tariffs of up to 150%. The future is looking bright for both the Scottish whisky market and the Irish whiskey market.

Thank you for taking the time to read our brochure.



Best wishes,

Neville Swann

Neville Swann
CEO



A GOLDEN OPPORTUNITY



the importance of recession proofing your portfolio through whisky.

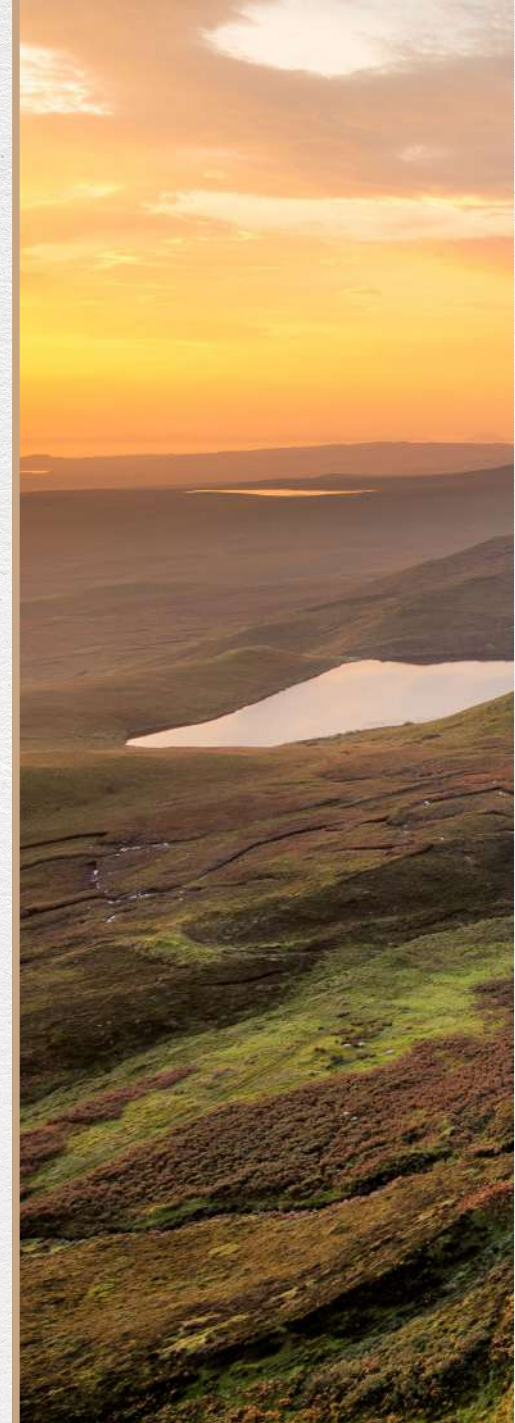
The economic outlook for the UK is predicted to be increasingly gloomy over the coming years. The majority of UK households are going to be less well off than they were a decade ago when the cost of living was significantly less. The traditional “safe as houses” market of property will likely decline and due to increases in Capital Gains Tax, higher mortgage rates and less mortgage products available will mean property investment will be less attractive. We believe that physical assets in premium liquids which have a much lower entry point will become ever more enticing to investors. The key strategies investors should consider are: diversification, tax efficiency and physicality. All of these characteristics are met by whisky cask investment and is no doubt the reason why savvy investors and institutional investors with the right contacts were buying whisky casks before it was accessible to the public.

It has long since been known that ‘sin stocks’ such as alcohol and tobacco have been powerful performers during a recession.

Due to there always being a powerful underlying consumer demand for them even during economic turmoil, alcohol has remained a firm favourite among hedge fund managers and investing experts alike. Meanwhile luxury businesses are often impacted far less by recessions due to their customer base remaining largely unaffected by the downturn.

Based at our office in London, our team combines years of investment expertise with our incredible industry connections to ensure we deliver reliable recommendations and consistent returns for our clients.

As spirit enthusiasts ourselves, we’re delighted to be offering our clients new opportunities, helping diversify their portfolios. All whisky purchased from our distillery partners is insured and stored in bonded and maintained warehouses. When investors wish to exit their investment there are multiple strategies to consider. Our investors are able to sell to other buyers and distilleries as well as having the option to bottle the whisky themselves.





WHY WHISKY?

\$5.5 BILLION

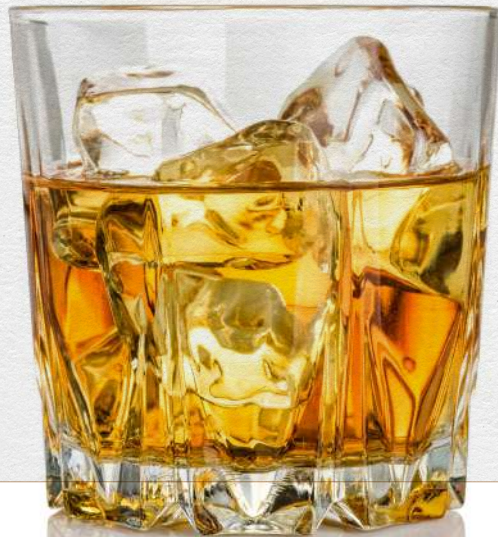
Industry in 2023

\$6.2 BILLION

Scotch export value per annum

\$110 BILLION

Market by 2032



For nearly 200 years, both Scotch whisky and Irish whiskey has been known as a lucrative market, propelling the business of distilleries across Scotland and Ireland to new heights. In modern times, the demand for individual premium single malts has exploded. The Global malt whisky market is predicted to reach \$110 billion by 2032. With a Scotch export value of £6.2 billion per annum presently, Scotch whisky now accounts for 70% of all Scottish food and drink exports.

The longer the whisky matures, the smoother and richer in flavour it becomes. Whilst maturing, the harshness of the alcohol will decrease while the quality of the spirit increases. Almost all of a whisky's flavour comes from its contact with the oak casks. While every whisky has a peak maturation period, the general rule is: the older the whisky the more cask influence and characteristics it holds. The draw of cask over bottled whisky is that whisky continues to age in the cask whereas this process stops once it has been bottled. Investing in casks of Scottish whisky is an attractive option for many people, with typical returns ranging from 12% to 20% per annum, although past performance cannot guarantee future returns. To give some perspective to market size, every second 53 bottles of Scotch whisky are shipped from Scotland to 175 markets around the world.

The Scottish whisky industry is like no other - there are only 141 whisky distilleries in Scotland. The demand for Scottish whisky is 5 times what the supply is every year. Meaning the price of high end premium casks is consistently rising due to the limited supply and high demand.

A fully insured, asset backed, hassle free investment Investing in whisky involves the satisfaction of having a real, physical product as security as well as providing proper risk diversification with existing invested capital. All casks are fully insured by Lloyds of London and kept in regulated, bonded warehouses in Scotland or at the first 100% carbon natural distillery in Ireland. We have established a unique platform which will allow private investors the opportunity to purchase premium branded Scotch whisky and New Cask Irish whiskey at competitive rates.



FACTS AND FIGURES

5.5BN

The Scottish Whisky industry provides £5.5bn in gross value added (GVA) to the UK economy

MORE THAN
11,000

More than 11,000 people are directly employed in the Scotch Whisky industry in Scotland and over 42,000 jobs across the UK are supported by the industry

53
BOTTLES
every second

(70cl @40% ABV) of Scotch Whisky are shipped from Scotland to around 180 markets around the world each second, totalling over 1.3bn a year

Scotch Whisky exports are worth

£6.2BN

141 operating Scotch Whisky distilleries across Scotland

2.2M

Visitors to Scotch Whisky distilleries

The second largest drinks producer in the world Pernod Ricard grew by 17% in 2021, with its premium whisky brands such as Chivas Regas, Ballantine's, The Glenlivet and Royal Salute growing by 19%.

22M

casks lie maturing in warehouses in Scotland waiting to be discovered - that is around 12bn 70cl bottles

377,000KMS

Laid end to end, those bottles would stretch 98% of the distance to the moon

One industry giant experienced a 27% growth in scotch sales in 2021, beating pre-COVID figures. The Multinational beverage Alcohol Company scotch stable also contains Black & White, Buchanan's, J&B, Grand Old Parr, Lagavullin, The Singleton, Tullisker and Windsor accounting for almost 40% of the global scotch market.

75%

Scotch Whisky accounts for 75% of Scottish food and drink exports. 22% of all UK food and drink exports, and 1.4% of all UK goods exports

The Macallan
1991

The record for the most expensive scotch cask ever sold was The Macallan 1991 for \$2.33 million in 2021.

225%

Over the last six-and-a-half years, Scotch has grown by 225% compared to gold's 50% rise over the same period



GLOBAL EXPORTS

In 2021, Scotch Whisky exports by global region (defined by value) were (% change vs 2020):

£1000M
North America
11.2% (22%)

£98M
Western Europe exc. EU
6.0% (2%)

£1360M
Europe Union
8.2% (32%)

£47M
Eastern Europe exc. EU
33.8% (1%)

£443M
Central & South America
70.7% (10%)

£157M
Africa
14.6% (3%)

£187M
Middle East & North Africa
55.0% (4%)

£1210M
Asia Pacific
21.4% (27%)





WHY NOW?

DIVERSIFICATION

Looking at the bigger picture, it is clear that rare whisky is increasing in value. The price for collectable whisky is projected to keep on rising. Investing in whisky provides a lucrative opportunity for diversifying your portfolio. This is because the primary use for whisky is drinking. Any demand causes unparalleled effects on the supply as whisky is truly a diminishing asset.

GROWTH

Investing in whisky brings the potential for excellent returns, as figures show. In the 2022 Julius Baer Index, the price of whisky has risen 27.4%. Due to the unique nature of the asset, individual approach and maturation process of the distillery, each cask is unique and in limited supply. This adds more value to the final product. With whisky, you get the added benefit of long-term exposure to a safe asset class. Time is on your side as whisky matures and its value only increases until you decide to cash out. The older and more mature the whisky, the greater its value.

FLEXIBILITY

Whisky is a surprisingly liquid and versatile asset. As you do not store or hold onto the casks yourself there are multiple ways of realising. Using the services of a partner like Hackstons, you can opt for a hassle-free sale to either our global client base or a private trade auction.

TANGIBLE

In the world of alternative investments, a real, physical asset is always preferable to a risky or volatile financial instrument. Whisky casks are a tangible asset that you own and can trade, bottle, sell or auction at your discretion.

TAX

We have seen a huge influx of investors who are looking to hedge the potential future tax implications of the global pandemic and COVID-19. As your investment in whisky is free from Capital Gains Tax (CGT), whisky can be an excellent tool for wealth creation and wealth preservation.



A £3,200 cask of The Macallan single-malt Scotch whisky and a £1,500 cask of Tobermory investment in 1994 generated a 4,700% profit when both casks were sold for £225,000 (\$313,200) in 2021.

Such levels of ROI can give many cask whisky investors the financial freedom to retire early or plan a more comfortable life. As a result of this, single malt whisky casks have long been an asset that enjoys a highly desirable global demand. Recently its limited supply has commanded the attention of private investors and hobbyists.



HERITAGE

Scotland is home to 141* distilleries, the oldest of which, The distilleries are categorised into six regions, each region known for its distinctive features and flavours.

HIGHLANDS

This is a large whisky producing area which includes the islands and so offers a wide range of both characteristics and flavours which range from smoke, heather and fruit cake right through salty coast malts. Best known distilleries are: Dalmore and Glenmorangie.

ISLAY

A magical island off the coast of Campeltown produces whiskies that are well-known for being fiery and heavily peated. Best known distilleries are Ardbeg, Laphroaig, Lagavulin and Bruichladdich.

CAMPBELTOWN

Lies in west Scotland and its whiskies are varied and full of flavour which encompasses hints of salt, smoke, fruit and toffee and vanilla. Best known distilleries are: Glengyle and Springbank.



SPEYSIDE

Surrounds the River Spey which is well-known for its fertile glens. Not much peat is used with Speyside whiskies which are renowned for their expressions of apple, pear, honey, vanilla and spice. Best known distilleries are: Macallan, Glenfiddich and Balvenie.

LOWLANDS

Scotch from the lowland counties nearer the border have the characteristic flavours of grass, honeysuckle, cream, ginger, toffee, toast and cinnamon. Best known distilleries are: Auchentoshan and Glenkinchie.

Scotland



IRISH VERSUS SCOTCH

*W*hat's the difference between Scotch and Irish whiskey?

As the names suggest, each drink is made exclusively in their eponymous country. Scotch is made from malted barley and water, while Irish whiskey comes from a sour mash of malted cereal grains such as corn, barley and wheat. The term malted refers to the grain which has been soaked and begun to sprout. Irish whiskey has a 'e' in the name where as Scottish whisky does not.

The biggest difference between Scotch whisky and Irish whiskey is the distillation process. While both spirits are distilled liquors, Scotch is distilled twice to Irish whiskey's thrice. This extra distillation gives Irish whiskey a smoother finish and some say make it the best in the world.

Regarding the maturation process, there are similarities between both. By Irish law, all whiskeys must be aged a minimum of three years in oak barrels. Most distilleries use charred oak casks that have previously held bourbon, which gives Irish whiskey its signature mellow sweetness. Oak is the preferred wood of choice as it is breathable and durable.

Charring the cask prior to adding the liquid gives the wood a filter that eliminates congeners and gives it that smoky, toasty taste that we all love so much.

Scotch whisky, including blended malt whisky, must mature for three years and one day (the extra 24-hours makes all the difference). However, many distilleries on both sides of the Irish Sea mature for longer, preferring to wait until their product has the perfect taste profile.





EST 2023

— WORLD OF —
WHISKY



HOW IS WHISKY MADE?

Essentially, whisky is distilled beer. Top quality barley is first steeped in water and then spread out across malting floors for a week to germinate. Over this period, the enzymes convert the starch into sugar.

The germinated barley, which is now termed green malt, is dried in a kiln often heated by peat to impart a characteristic aroma from the smoke. The drying process is carried out at under 70°C which is enough to stop further germination but not a high enough temperature to destroy the enzymes. In the mash tun, the ground dried malt is mixed with hot water, where the quality of the pure Scottish water is paramount. The mashing processes helps convert further starches to sugar producing a wort which is a sweet sugary liquid. Fermentation lasts a couple of days

once the yeast is added to the wort and the resultant wash contains about 7% alcohol by volume. Feeding on the sugars, the yeast creates alcohol as well as small amounts of congeners, which impart additional flavour.

The wash is distilled twice. There is a bit of magic here as the shape of the pot still serves to affect the character of each and every malt whisky.

The first distillation occurs in the wash still where low wines are produced which contain roughly 20% alcohol by volume. The second distillation in the spirit still sees the more volatile compounds being distilled off first with only the heart of the run (around 68% alcohol by volume) collected.

All Scottish whisky is termed a new make spirit which is undrinkable and must matured in oak barrels for at least three years which is the legal minimum before it can be called Scotch whisky. Anywhere between 8-30 years is common, as during this maturation process the whisky continues to improve giving a smoother taste.

Certainly the age of whisky is a big indicator of quality with older whiskies commanding higher prices. New make spirit is usually matured in premium oak cask and stored in a regulated bonded warehouse, that is before the government applies alcohol taxes and VAT. During the aging process there are big changes which create the amber spirit which are influenced by the type of oak and the previous contents of the cask.



SUPPORTING INDEPENDENTS

With over 36% of all distilleries owned by Diageo, Pernod Ricard and Bacardi, it can be challenging for upcoming distilleries to raise the capital needed to expand. The most famous whisky brands are all multi million pound corporations with the resources available to survive whilst their spirit matures.

Thankfully, World of Whisky offers independent distilleries the opportunity to sell casks easily and quickly, providing much-needed cash flow without sacrificing control. Why distilleries need brokers and investors

The whisky maturation process is a costly one with operating costs including insurance, employee salaries, utility expenses, purchasing casks, buying high quality grain and making the spirit itself.

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

65.2% of all Scotch Whisky distilleries are owned by big businesses with control of more than one distillery.

I **Strategy One: Borrowing**

The traditional bank loan or credit facility are amongst the funding options distilleries can consider to support their business. However, in addition to potentially signing over assets as security and interest rate exposure, securing funds can be a difficult and lengthy process. Distilleries that are currently leveraged may struggle to increase borrowing facilities and the time taken to obtain funding can pose a significant risk to continuing business operations.

Similarly, taking on investors into the distillery itself would usually require distilleries to relinquish some control, which may not be a viable option for some business owners.

II **Strategy Two: Wholesale selling**

Distilleries are in the business of producing spirit. To create an alternative source of funds, they can produce New Make Spirit and sell the casks at wholesale rates to a whisky bonder or broker. This gives distilleries more control over the speed and source of their funding. Some distilleries use this model with a percentage of their whisky production to ensure a consistent revenue stream. This allows them to cover running costs while the majority of their spirit is laid to rest to mature and be bottled many years in the future. We purchase from WOWGR regulated suppliers and directly from the distillery helping to give the cash flow needed.



THE CASK INFLUENCE



As New Make Spirit legally has to mature for a period of no less than three years in oak casks before becoming Scotch whisky, its flavour and colour change as the spirit interacts with the wood around it.

The type, size and age of the casks used heavily influences the final flavour profile and value of the whisky. After 3 years whisky can be re-casked into an empty barrel or a refill which is a barrel that has already had a matured spirit such as port, wine or gin. By recasking the matured whisky from its current barrel to a new barrel it is infused with additional aromas and tastes.

Any whisky still in its cask after 20 years is extremely rare and valuable

BARREL



200 Litre  285

BARRIQUE



225 Litre  321

HOGSHEAD



250 Litre  357

BUTT



500 Litre  714



HOW IT WORKS



Our cask specialists are here for you every step of the way. Your Portfolio Manager will work with you to establish your goals and targets from the outset - tailoring your personal journey whilst also being mindful of your budget and risk appetite. Once matched with the best casks possible, your Portfolio Manager will remain by your side, using in-depth market knowledge with real-time data to ensure you make informed decisions with your whisky. When the time eventually comes to exit your investment, our team will leverage our strong industry connections to ensure your goals are realised and exceeded wherever possible.

At World of Whisky, we are collectors and specialists in cask sales. We leverage our combined knowledge and contacts in buying, selling, tasting, collecting and investing in whisky to guide you on how to invest in whisky.

We have a wide range of choices of casks because we work with both well-known award winning distilleries and niche distilleries in both Ireland and Scotland. This puts us in position to confidently navigate any market and know where to find rare and increasingly collectable choices.

Traditionally, most investors buy into what they perceive are the safest bets. However, what we have seen in recent years are the relatively lesser-known expressions delivering growth driven by demand for single malts produced in limited quantities. The more limited the initial quantity, the quicker the whisky will increase in value as bottles are consumed around the world and its supply becomes more limited. We have seen single malt whisky dramatically increase in value due to the supply and demand and the larger bottlers purchasing high quantities to mature themselves.





There is a process to the way we approach each individual investment, and it starts with a consultation with one of our trained luxury whisky managers. We take the time to understand your financial goals, timescales, budget and risk tolerance before designing a bespoke portfolio based on your wants and needs. We then provide the acquisition through our WOWGR licensed partner in the UK, account set up, maintenance (including storage and insurance) and exit strategy.

Our network of professional relationships allows us to purchase casks at wholesale rates to help distilleries cover their upfront costs. This is a mutually beneficial relationship as it gives the distillery the line of credit it needs to cover its operational and running costs. Our clients then benefit from exposure to these wholesale rates as you purchase the casks outright. The casks are either insured and transferred to a secure HMRC bonded warehouse to safeguard your investment or in most cases the casks are already in the HMRC bonded warehouse and insured via Lloyds of London. All ownership documents and certificates are sent in the post and electronically.

Based on our experience, many of our clients indicate that they would like to hold their whisky for a period of 5 years. During this period, you will be kept fully updated and your whisky will be maturing and therefore appreciating in value. As you own the whisky you can instruct us to sell any time after 3 years although the prices of single malt whisky increase significantly in years 5, 8 and 10.

When you are ready to exit and realise your returns, we give you one of several exit strategies. These include selling on to whisky brands, bottling under your own label or exiting via our network of existing clients. At exit, we will then apply a 10% deduction from the profit you have made. If your whisky has not increased at the point of sale, we will not take any commission.



OUR PROCESS

1



INITIAL CONSULTATION

2



BESPOKE PROPOSAL

3



CASK SECURED

4



CERTIFICATE OF OWNERSHIP

5



PORTFOLIO MANAGEMENT

6



ADVICE ON HOW TO SELL



EXIT STRATEGIES



Once you own the casks of whisky there are numerous options for your investment. When you wish to release your casks our in-house experts will help you to decide which exit strategy is most viable for yourself.

1. Sell the casks in bulk to other whisky brands in need of mature stock.

- This can have potential tax advantages so please seek tax advice separately. Larger brands tend to buy stock to mature in their own way.

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 hold 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.

5. Buy back the whisky ourselves

We plan on releasing a variety of blends to the market and are already in discussions with a variety of well established bars and clubs in the UK, Dubai and Ibiza.

WORLD OF
WHISKY
Platinum
MEMBERSHIP

WORLD OF WHISKY CLUB

WORLD OF
WHISKY
Platinum
MEMBERSHIP

Investments of **over £20k** will get a platinum membership into the World of Whisky Club

Which includes



WOW WHISKY TASTING
GIFT BOX



EXCLUSIVE ACCESS TO
WHISKY TASTING EVENTS



FREE DISTILLERY
VISITS



QUARTERLY WHISKY
INVESTMENT MAGAZINE



YOU'LL ALSO RECEIVE
FREE OCULUS HEADSET
(worth £350)

with

ACCESS TO THE WORLDS
FIRST VIRTUAL WHISKY
TASTING EVENT





FAQS

Can I meet you?

We always encourage face to face meetings. Our portfolio managers are happy to visit you in person or you are welcome to visit us at our head office. We can also facilitate e-meetings via Zoom or Google teams

How can I insure my cask?

All new cask and premium matured cask are already stored in an HMRC bonded facility or at the distillery and fully insured for 5 years. These documents will be sent to you after purchase.

Will I have to pay UK Capital Gains Tax or pay VAT / Sales Tax

While the whisky remains in the cask there is no duty or tax to be paid. If and when you decide to sell your physical portfolio no Capital Gains Tax is payable as the whisky is classed as a wasting chattel, and therefore under UK law is not liable, and any and all profits are free from Capital Gains Tax. Should you wish to have your purchase bottled before selling, then the whisky would be liable to VAT.

How is the whisky stored?

The whisky is stored in wooden casks on site at the individual distilleries we are partnered with or in a bonded warehouse.

What about evaporation?

Cask whisky evaporates at just under 2% per annum, which is known as the Angels' share. Evaporation is part of the maturation process. Wholesale whisky is traded as litres of pure alcohol(LPA) on an original fillings basis(OFB). In combination they refer to the amount of spirit that went into the barrel at the outset (filling). When you come to sell your whisky, it doesn't matter how much has evaporated, you sell LPA on the OFB. It is up to the buyer to make an approximate calculation of how much actual spirit will be in the cask by anticipating the total quality shared out between "the Angels".

Can my whisky spoil or go off?

Rigorous quality controls are done before your whisky is filled into the cask. Once it is in the cask it is rare for it to spoil and any spirit quality issues are almost certainly due to a defective cask which can be isolated before blending or bottling. World of Whisky customers are protected from any quality issues by our standard commercial agreement with suppliers



Can I bottle my cask?

Yes. We can arrange bottling, labelling and packing to your specifications. This process will have separate fees but please bear in mind that duty and VAT are payable before your bottles leave a bonded warehouse.

How do I know my cask is genuine?

We provide a unique cask number for all stock purchased through us and we will provide all of the necessary ownership documentation. Casks cannot be forged or faked so they provide a secure means of investing in whisky.

How do I exit when I want to sell out?

When you instruct us to sell you out, we will typically go through one of six routes:

- Sell to another client via our intra-client brokering service
- Trade the cask on the open market to a cask broker or collector
- Purchase the cask back ourselves
- Sell the cask through our own auction service
- Sell the cask through a third-party auction house
- Bottle the stock for you and release it to the retail market achieving maximum profit

What influences the price of a single malt?

Some of the key factors that affect the price of a whisky are the reputation of the distillery and its brand value. Each whisky cask is unique and possesses many variables such as age, cask type, finish, strength, and volume. We have pioneered a unique methodology in order to determine their value.

Why buy whisky?

Until recently, cask whisky was difficult to purchase therefore unlike equities and bonds it's not a 'crowded trade'. Buying tangible assets gives you more financial security as products can't go bust like organisations can. It makes buying a cask of whisky a much more attractive option

What will my return on investment be?

Financial modelling is not possible across the wider whisky market and must be carried out on individual casks due to each being unique; however, statistics on whisky investment from recent years indicate returns that average between 8-12% per annum.

What are the risks?

We see very limited downsides to investing in casks of whisky. The main risk is that whisky falls out of fashion and there is suddenly less demand. Although past performance is no guarantee of future performance, we simply cannot see this happening. With more and more developing nations rising through the ranks, we feel that there will be an even greater

demand in the future than we see today. Whisky exports have seen year-on-year growth every year for over 30 years now. Furthermore, due to Scotch making up 21% of all UK food and drink exports, the industry receives a lot of government support in the form of trade deals and legislative backing. This careful management lessens the risk.

What is first fill and refill?

Casks can be described as 'first fill' or 'refill'. A cask that is being used to mature Scotch for the first time is referred to as 'first fill'. It becomes a 'refill' cask when used for a second or subsequent time

What is a cask?

A cask is the wooden container that whisky is stored in while it matures and it plays a critical role in developing flavours. Casks can come in all different sizes and wood types, but the most common type used for whisky is a 200L barrel that was originally used to mature American Bourbon. Whisky is also regularly matured in other types of casks including sherry, wine and tequila, all of which bring their own flavours to the spirit.

What is Single Malt Scotch?

Single malt Scotch is the elite of Scottish whiskys. The "single" in the name refers to the fact it comes from a single distillery and is made from 100% malted barley. As long as all the liquid comes from the same distillery, this is a single malt. The number on the label refers to the youngest whisky in the blend, even if the liquid in the bottle comes from a few hundred different barrels. As a general rule of thumb, single malt whisky is generally aged for 10 years or more but can be aged anything from 12-21 years. In general, the older it is, the better it gets.

What is a blended whisky?

Blended whiskies are the mixture of single malt whiskys from different distilleries. The choice of using liquids from various places is down to the Master Blender and is an incredibly difficult task. The Master Distiller will create the blend using different types of whiskys from single grain Scotch to rye whisky in order to create the unique taste identity that will define the drink. They work in meticulous detail ensuring that proportions are just right and that each blend is not only phenomenal but consistent in quality and brand identity.

What's the difference between malt whisky and grain whisky?

Malt is the premium traditional style of whisky, but the artisanal manner of its production is not easily scaled. Grain whisky is made continuously via a modern column still on an industrial scale. The output is purer alcohol, but with less flavour and character than a malt. The most important fact about

whisky is that the fate is that most single grain whisky is to be blended with one or more malts to produce a much better tasting derivative type called blended whisky.

What is bourbon?

Bourbon whiskey is an American whiskey that is made from 51 percent corn mash. It tends to have a much sweeter taste compared to Scotch or Irish whiskeys. Think smooth notes of vanilla and caramel, enhanced by the oak cask ageing. Because Irish whiskey is aged in pre-used bourbon casks, American bourbon drinkers very often find themselves enamoured with their Irish cousin from over the pond.

How is World of Whisky regulated?

World of Whisky Group is regulated under English law. Its regulatory status is markedly different from the financial services industry. You are not buying something which under English law is defined by the Financial Services and Markets Act. As an investment, you are instead buying a tangible product which - through the construct of bailment - you will own outright as your physical property. This sort of purchase, and the custody of your property is regulated by a number of laws which are generally more intuitively and widely understood than is financial Services regulation. The relevant legislation includes the Sale Of Goods Act 1994, Fraud Act 2006, the Theft Act 1968, and the Money Laundering and Transfer of Funds (Information)(Amendment) (EU Exit) Regulations (2019) etc. These apply broadly to non financial British Businesses and have proven effective instruments for fair regulation for the purchase and sale of goods. We also plan to apply for our own WOWGR license which will allow us to purchase and store bulk casks for clients along with suppling our own whisky brand.

What would happen if World of Whisky Failed?

We won't....but your whisky is safe from our potential insolvency. You own the casks, not us. Our partner distilleries store them securely. A liquidator cannot claim your cask as an asset of the business. Through the World of Whisky Group, your whisky is held in safe keeping. This means you make no transfer of assets as part of the creditors, and your whisky is not become owned by World of Whisky Group. You are not a creditor, you are the whisky's owner. Consequently, the liquidator cannot consider your whisky as the property of the company. This is the advantage of being the owner of whisky and not a creditor of a business. You cannot lose your stock through insolvency, only through its physical theft or destruction and these risks are insured. As the owner of the cask you can choose any company to help sell your cask or sell it back to the original distillery.



TERMINOLOGY

ALCOHOL BY LITRE (ABL):

The quantity in which whisky is measured, by the litre.

LITRES OF PURE ALCOHOL (LPA):

The measure of the alcoholic content of a spirit. e.g. a 250- litre cask of whisky at a strength of 60% contains 150 LPA.

THE ANGELS' SHARE:

The alcohol that evaporates whilst the whisky is maturing in the cask.

BONDED WAREHOUSE:

A secure storage facility audited by HMRC where whisky is held while maturing.

DUTY:

A tax paid when taking a cask out of a bonded warehouse for bottling and selling into the retail market.

CASK:

A cask is the wooden barrel that whisky is stored in to mature.

EX-BOURBON CASK:

A cask previously filled with bourbon.

RE-CHARRED CASK:

A cask that has been flame burnt to add another flavour profile to the spirit.

REGAUGE:

The drawing of a sample from a cask to test the alcohol strength and volume.

NEW MAKE SPIRIT:

The clear, potent spirit before it's been cask matured for at least three years.

MALT WHISKY:

A whisky produced solely from malted barley, yeast and water – and yes, malt whisky is essentially distilled beer.

SINGLE MALT:

A whisky produced in a single distillery.

BLENDED MALTS:

Whisky containing the product of more than one distillery

SLEEPER DISTILLERY:

A distillery that has stopped production but still holds casks in its inventory.

WHISKY OR WHISKEY?

Whisky comes from Scotland whereas whiskey comes from Ireland

MATURATION:

The process of the transformation of whisky from when it is first distilled (from water, barley, other types of grain and yeast) to produce a wide range of flavour components.

NEW MAKE SPIRIT:

The clear, potent spirit before it has been cask matured for at least 3 years.

OLA:

Original Litres of Alcohol

REFILL:

The cask has been used to hold Scotch whisky before. Typically gives softer, gentler flavours than first-fill. This is good for very long maturations.





CONTACT US

Get in touch! Unlike a lot of cask investment firms or whisky brokers we do not simply create a list of casks for sale and send that list out to potential investors with a mark-up. We deal directly with the distillery and can negotiate heavily discounted rates because we purchase in large volumes and sell direct to our clients.

We invite our clients to join the World of Whisky club team for our regular client distillery tours and exclusive benefits such as sampling your whisky and free other perks. This gives our investors an opportunity to see their own casks first-hand, once they have been laid to rest.

This tax-deductible trip to rural Scotland offers the chance to take a behind-the-scenes look at a commercial distillery, providing a rare opportunity to see where the magic takes place.

 To speak with one of our Account Directors, call: **020 3540 0201**

 Or visit our website at: **www.worldofwhisky.co.uk**





DISCLAIMER

1. You must be 18 years or older to purchase alcohol-based products from World of Whisky
2. World of Whisky Group is not authorised or regulated by the Financial Conduct Authority (FCA), and we do not offer any specific financial advice on the use of assets as investments.
3. All information about asset purchases on our website and social media sites is for information purposes only. No information provided should be taken as financial advice on asset investment. If you wish to obtain financial advice on asset investments, you should seek the assistance of a qualified financial advisor before carrying out your purchase through World of Whisky.
4. World of Whisky employees are not tax advisors and cannot advise on the tax benefits of asset investment. If you require tax advice on asset investment, you should seek the advice of a qualified tax advisor.
5. Information provided by World of Whisky is of a purely general nature and it does not always relate to trades, sales or returns carried out or achieved by World of Whisky.
6. As with all investments, an asset's value can go up and down.
7. If you are purchasing a whisky cask, it is advisable to perform regular health checks on your cask every three years. Cask services are chargeable to the client, including regauging, samples and photographs.
8. All casks are stored within HMRC-bonded warehouses and are subject to strict rules and regulations set by HMRC. World of Whisky may occasionally require certain information from you to comply with HMRC requirements.

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