

CASK OWNERSHIP



EST 2023

— WORLD OF —  
**WHISKY**



[WWW.WORLDOFWHISKY.CO.UK](http://WWW.WORLDOFWHISKY.CO.UK)



# WELCOME

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 regards,



Neville Swann



DIVERSIFICATION



GROWTH



FLEXIBILITY



TANGIBLE



TAX



## SIMPLIFYING WHISKY CASK OWNERSHIP

As an alcohol product, the warehousing and movement of whisky casks is strictly controlled by HMRC, and all Scotch whisky casks must be kept in a government bonded warehouse in Scotland until the time at which they are bottled. This extensive oversight ensures the provenance of the assets can be verified to uphold the integrity and quality of the entire Scotch whisky industry.

Due to these restrictions, any individual or entity who wishes to purchase a cask has previously been required to first establish an account with a government bonded warehouse before they would be allowed to hold casks in their name. Additionally, if the party was deemed to be acting as a commercial entity due to bottling casks or acquiring a significant quantity of casks, then the purchaser was also required to become WOWGR registered with the HMRC. Companies need this to store duty goods at bonded warehouses and you should steer clear of any companies who do not possess this in their name.

However, World of Whisky Group has simplified the process by which individual investors can purchase whisky casks with our portfolio management service which allows investment in whisky casks without the traditional complexity. We take care of everything for you from HMRC registration to insurance and storage which we supply for free for 5 years. The only thing you need to do is sit back and watch your investment grow.



# FULL-SERVICE PORTFOLIO MANAGEMENT

As a licensed whisky cask investment broker, World of Whisky Group (or WOW for short) is uniquely positioned to help you successfully navigate every aspect of your whisky cask investment journey by offering full-service portfolio management service from start to finish.

From initial cask selection and storage, to monitoring your holdings and maximising profit when it comes time to sell; you will be supported throughout the full lifecycle of your investments.

- Casks managed by WOW
- Secure storage options at The Foundary Vault warehouse or other HMRC approved facilities
- Platinum Membership
- Insurance and Storage for only £65 a year after the free period ends
- Ownership certificate
- Bonded Warehouse Certificate
- Delivery order
- Opportunity to visit your cask at bonded warehouse
- 5% resale commission
- Full access to casks in Ireland and Scotland only from award winning distilleries
- Exclusive bottling services available
- HMRC registration included
- Complete control of your cask
- A letter of confirmation verifying the delivery of the cask to the warehouse and its current location\*



\*exclusions may apply for casks stored outside of Foundary Vault





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# SUPPORTING YOUR WHISKY CASK PURCHASE

Once you have purchased your whisky cask, and it arrives at the warehouse you will receive:

- A welcome pack
- A third-party letter from the warehouse confirming the cask's location\*
- An Ownership Certificate issued by WOW that states that you are the beneficial owner of the cask
- A Bonded Warehouse Ownership Certificate issued by the HMRC approved facility that states that you are the beneficial owner of the cask
- An invitation to join whisky tasting events and distillery visits

Whether you are purchasing your first cask or expanding your portfolio, your dedicated portfolio manager at World of Whisky is here to help you to maximise the benefits and enjoyment of your cask investment journey.

*\*exclusions may apply for casks stored outside of The Foundary Vault*

## OWNERSHIP STRUCTURE & PROTECTION

WOW is committed to protecting the ownership interests of each investor from acquisition until exit. This starts with all casks held in management being entirely owned by you, with World of Whisky Group having no legal ownership rights over your casks.

In order to simplify the acquisition and oversight of your portfolio, all casks managed by WOW are stored with you listed as the beneficial owner directly with the distillery and registered with the HMRC. WOW acts only as the custodian of your cask, and no actions pertaining to your holdings can be initiated without your prior approval.

By allowing WOW to manage your cask portfolio, there is no need for a WOWGR or the traditional complexity of needing insurance and an account with a HMRC bonded warehouse. Now, both private investors in the United Kingdom and overseas nationals can build a portfolio of casks without needing to apply for certification as a revenue trader.

Within the corporate account, your beneficial ownership is recognised by the warehouse, with a warehouse certificate being issued to acknowledge receipt of the cask and your status as beneficial owner.



## CARING FOR YOUR CASKS

The foundry vault is a private, government-bonded warehouse for World of Whisky group in Ireland. Depending where the distillery is located we may use other approved HMRC bonded warehouses.

The warehouse is fully equipped to offer all the services needed to care for casks and maximise their value when the time comes to sell. From inventory and sampling to re-racking and re-gauging, our team will expertly manage all your cask needs at the new facility.

You are welcome to visit your cask at any time; the site is well equipped to receive visitors. However, it is extremely important to book your visit in advance with your cask account manager.



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# PLATINUM MEMBERSHIP

WOW provides an exclusive and private membership, open exclusively to all clients of WOW.

When purchasing a cask from us you will automatically become a member of the society, giving you access to a world of whisky benefits. As you continue your whisky cask investment journey with WOW, you will have the opportunity to achieve higher levels and unlock additional perks.



Wow Whisky Tasting  
Gift Box



Free Distillery Visits



Exclusive Access to  
Whisky Tasting Events



Quarterly Whisky  
Investment Magazine



Access to the WOW  
First Virtual Whisky Tasting  
Event



Free Oculus  
Headset

## ALL OUR MEMBER WILL RECEIVE THE FOLLOWING:

- WOW Welcome letter
- WOW Welcome Brochure
- WOW Transfer of Ownership
- WOW Certificate of Ownership



Dear XXX,

I would personally like to take this opportunity to express our heartfelt gratitude for choosing World of Whisky Group as your trusted whisky broker. It is an honour to have you on board, and we are excited to work with you for many years to come.

At World of Whisky Group, we are committed to providing exceptional customer service to all our clients. We take pride in ensuring that our clients receive the best possible experience with us. Our team of experts are dedicated to serving you with the highest level of professionalism and expertise, and we will always go above and beyond to meet your needs.

Your cask manager will update you regularly on the market and your casks and the market in general. Every anniversary of maturity you can expect a sample of your whisky delivered to your door to enjoy, along with invitations to the many distillery visits and whisky tasting events that take place.

As a valued client, you can expect to receive outstanding customer care from our team. We understand the importance of building lasting relationships with our clients, and we will work tirelessly to earn your trust and loyalty over the years to come.

Once again, thank you for choosing World of Whisky Group. We look forward to working with you and exceeding your expectations. Should you have any questions or concerns, please do not hesitate to contact us.

Kind regards,  
Neville Swann  
CEO,  
World of Whisky Group

[info@worldofwhisky.co.uk](mailto:info@worldofwhisky.co.uk)

020 4579 7744

Studio 2, 6-8 Cole Street, London, SE1 4YH

[www.worldofwhisky.co.uk](http://www.worldofwhisky.co.uk)



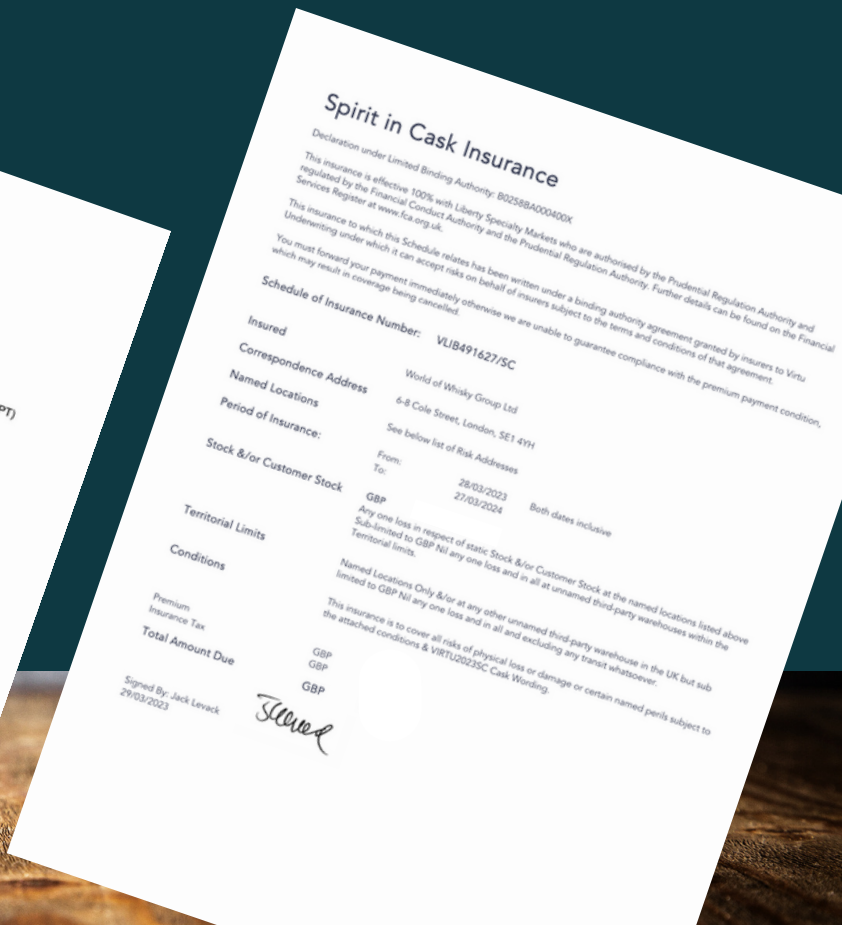
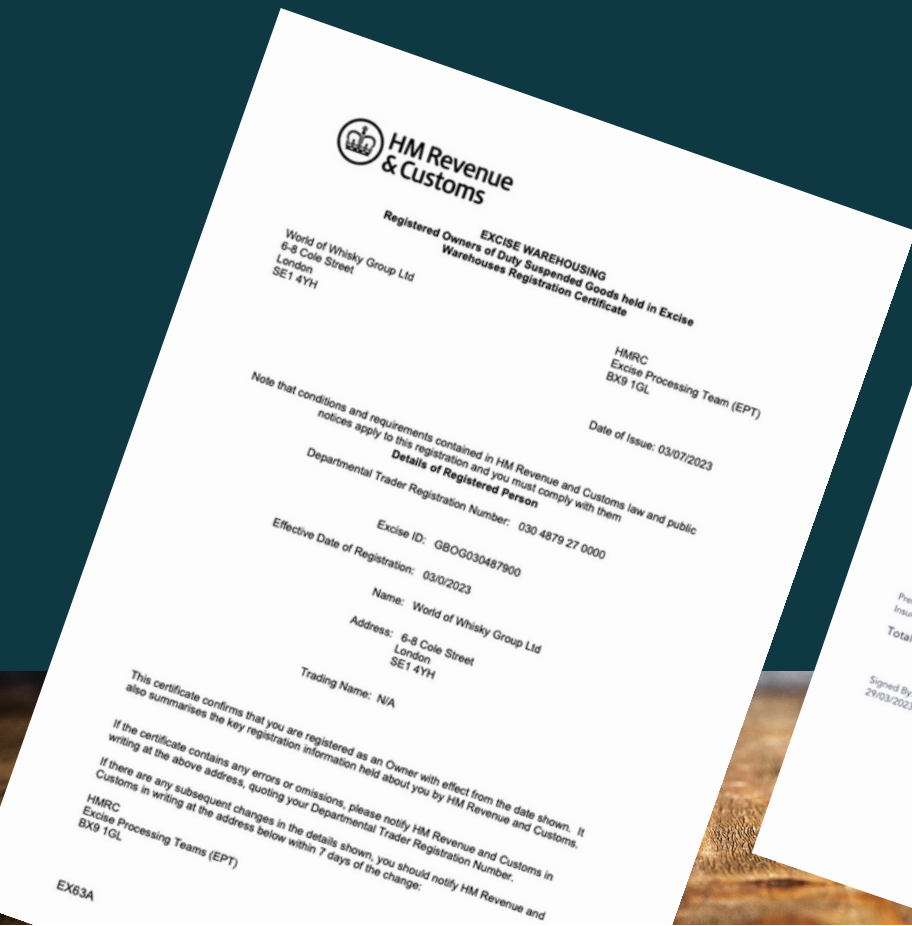
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# TRANSFER/CERTIFICATE OF OWNERSHIP



# WOW LEGAL DOCUMENTATION







## Whisky Outperforms Alternative Asset Classes



\*source Knight Frank's luxury investment index

## Data Driven Investment

With many years in the cask investment market and having access to over 50 award winning distilleries, we are uniquely placed to gather the key data that can help our clients maximise the values of their whisky cask portfolio.

We assess the market's leading analysis figures to allow us to identify trends and work with the distilleries that in our opinion will provide the best opportunity for growth.

Data does not lie, and as you can see from the graph below, whisky has outperformed every other asset class making it the number one asset over the last decade.

# OUR FEE STRUCTURE

Our transparent fee structure offers clients competitive rates through the full term of their investment.

- No front-end or acquisition fees
- Free storage and insurance for the first 5 years
- £65 year for storage & insurance (after complimentary term)
- Commission of 5% on cask exits



# EXIT STRATEGIES

World of Whisky clients have access to a range of fully managed exit strategies in order to help maximise value when it comes time to monetise the investment.

- Sell to another investor
- Sell to a collector
- Bottle the whisky yourself
- Sell to an independent bottler or blender
- Auction
- Brokers marketplace
- World of Whisky buyback







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## WANT TO GET STARTED?

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Speak to an account manager today.

World of Whisky Group have preferential access to the finest casks from Scotland & Ireland's top distilleries, as soon as they come on the market along with matured rare casks.

To learn more about the whisky market you can read one of our whisky market brochures, one of our account managers will be on hand to guide you through the process and to offer you access to the casks that best match your needs.



+44 (0)203 9733 501



[info@worldofwhisky.co.uk](mailto:info@worldofwhisky.co.uk)



[www.worldofwhisky.co.uk](http://www.worldofwhisky.co.uk)



Studio 2, 6-8 Cole Street, London, SE1 4YH



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