



CASK OPPORTUNITY

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ARDBEG



## THE OPPORTUNITY

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**BRAEBURN WHISKY is delighted to offer an opportunity FROM A worldwide whisky favourite, THE ARDBEG DISTILLERY.**

It's not often that you find a distillery with as many awards as *Ardbeg*. Purchased by *Glenmorangie* in 1997, *Ardbeg* has grown in popularity ever since and has become a successful global brand with an incredible reputation for creating the smokiest malts in the industry. While the distillation process has changed slightly since *Glenmorangie* took over, the team attributes much of the character to the distillery itself, its location, and the rich history behind it.

A cask from the *Ardbeg Distillery* is a perfect complement to any investment strategy. With the distillery's surge in popularity, they've been creating the water of life at full capacity. Even with the recent expansion, it's not enough to keep up with the skyrocketing demand. Enthusiasts want to taste what it means to be "*World Whisky of the Year*", "*Scotch Whisky of the Year*", and "*World's Best Single Malt*".

*Investors that hold a cask of this prestigious spirit stand to reap incredible returns.*



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*Ardbeg's popularity and reputation make this cask an extremely lucrative asset for investors to diversify their portfolio as part of a well-balanced wealth preservation strategy.*



## INVESTMENT DETAILS

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|                          |                 |
|--------------------------|-----------------|
| DISTILLERY:              | Ardbeg          |
| DISTILLATION DATE:       | 2020            |
| CASK TYPE:               | Sherry Hogshead |
| CURRENT AGE:             | New Make        |
| ALCOHOL BY VOLUME (ABV): | 63.50%          |
| VOLUME:                  | ~172 litres     |
| VOLUME IN BOTTLES:       | 245 (70cl)      |
| PRICE:                   | £4,500          |
| PRICE/70CL:              | £18.36          |

## EXIT STRATEGIES

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### *Exit at 21 Year Years*

Purchasing this *Ardbeg* cask now at 16 years old lends itself well to a holding period of about 5 years, as prices of whisky casks rise reliably year on year until it passes 20.

Holding this cask for at least 5 years will provide investors with a considerable return and will effectively safeguard wealth.

### *Exit at 25-26 Years*

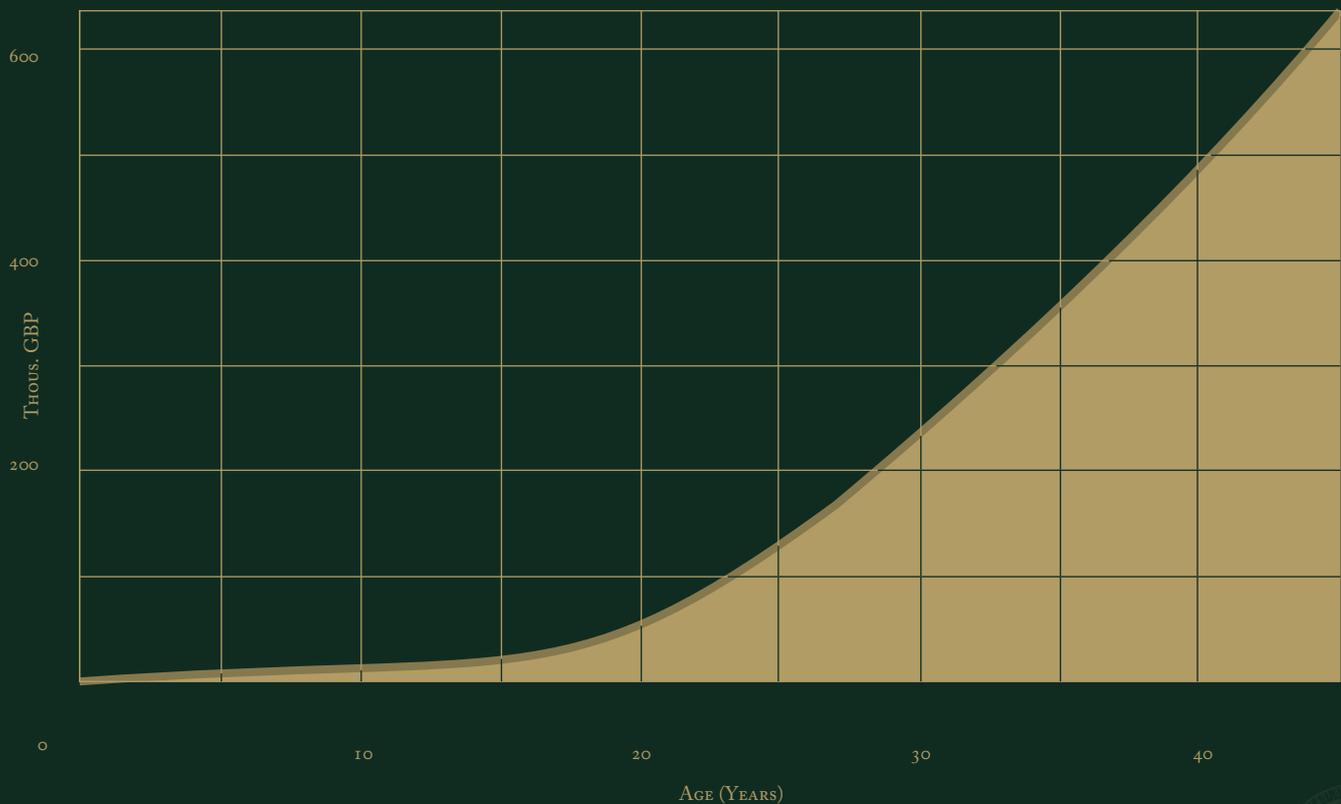
Alternatively, this could be an excellent 10-year investment, as casks become more valuable as they pass the 25-year mark. Casks of this age are highly sought out among enthusiasts and independent bottlers across the globe.

### *Exit Beyond 30 Years*

Time rewards the most patient investor. Whisky casks that are allowed to age past 30 years are rare in the industry. Couple that with the solid reputation of *Ardbeg* and its recent, prestigious awards, and you can expect to see a significant return on your investment.



## AGE DEPENDENCY OF CASK PRICES



This visual representation of cask price shows why investors are so quick to choose whisky casks as an investment and vehicle for safeguarding wealth. During the early years of maturation, the casks increase in value subtly, yet steadily.

*However, patience is an investor's best friend.*

Casks throughout the industry see a sharp rise in both demand and, as a result, value as the cask pushes into their second decade and beyond. Most whisky casks are bottled before age 20. Once a cask reaches the age of 20, the whisky becomes more rare, not to mention delicious, and desirable.

Casks allowed to mature past 20 years fetch some of the highest prices on the secondary market. As a cask matures past its second decade, the value continues to increase exponentially.

Investors willing to buy younger casks and hold them to age 20 will see a significant return on their investment. Alternatively, investors willing to hold a cask of any age past age 20 and into the next decades of maturation will have the most to gain.



## DISTILLERY OVERVIEW



## DISTILLERY AWARDS

**DISTILLERY OF THE YEAR**  
*International Whisky Competition 2018*

**BEST ISLAY SINGLE MALT**  
- Ardbeg Corryvreckan -  
*World Whiskies Awards 2017*

**WHISKY OF THE YEAR**  
- Ardbeg Kelpie Committee Exclusive -  
*International Whisky Competition 2017*

**DISTILLERY OF THE YEAR**  
*International Whisky Competition 2019*

**BEST SINGLE MALT NO AGE STATEMENT**  
- Ardbeg Corryvreckan -  
*International Whisky Competition 2019*

**BEST SINGLE MALT SCOTCH 10 YEAR OLD**  
- 1ST PLACE -  
*International Whisky Competition 2019*

**BEST ISLAY SINGLE MALT**  
*1ST PLACE*  
- Ardbeg An Oa -  
*International Whisky Competition 2019*

**DISTILLERY OF THE YEAR**  
*International Whisky Competition 2020*

**BEST SINGLE MALT SCOTCH NO AGE STATEMENT**  
*1ST PLACE*  
- Ardbeg Corryvreckan -  
*International Whisky Competition 2020*

**BEST CASK STRENGTH SCOTCH**  
*1ST PLACE*  
- Ardbeg Corryvreckan -  
*International Whisky Competition 2020*

**BEST ISLAY SINGLE MALT**  
*1ST PLACE*  
- Ardbeg Corryvreckan -  
*International Whisky Competition 2020*

**BEST PEATED SCOTCH**  
*1ST PLACE*  
- Ardbeg Corryvreckan -  
*International Whisky Competition 2020*

**BEST SINGLE MALT SCOTCH UNDER 10 YEARS**  
*1ST PLACE*  
- Ardbeg Wee Beastie -  
*International Whisky Competition 2020*



## DISTILLERY HISTORY

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Though the first distillation record at *Ardbeg* dates back to 1794, the distillery was officially licensed in 1815 with *John Macdougall* as the first licensee. Even after *John* stepped away and sold *Ardbeg*, distillery operations remained under *MacDougall* management as *Alexander*, *John's* son, ran *Ardbeg* until his death in 1853.

When *Alexander* died, *Ardbeg* became home to some of *Scotland's* first female distillers. *Alexander's* sisters, *Margaret* and *Flora*, partnered with *Colin Hay* as they co-managed the distillery. Later, when *Hay* took over the full operations at *Ardbeg*, the distillery's success snowballed and has continued ever since.

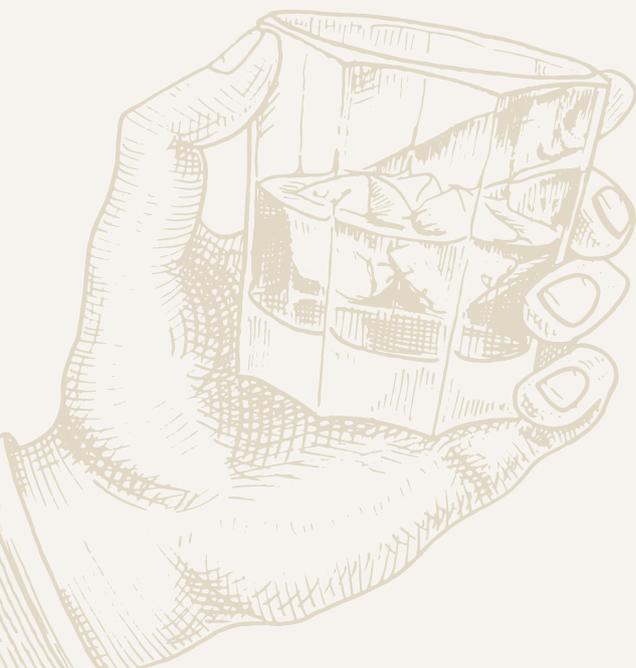
In 1887, *Ardbeg* became *Islay's* most productive distillery with an impressive 1.1 million litres of output per annum. After a short shutdown in the early 1990's, *Ardbeg* reopened in 1997 and began building its brand with a few official releases. *Ardbeg's* success led to a following for its peaty spirit and the distillery won a plethora of prestigious awards throughout the late 1990's and into the new millennium.

With expressions earning titles like *World Whisky of the Year*, *Scotch Whisky of the Year*, and *World's Best Single Malt Whisky*, *Ardbeg Distillery's* brand following has grown rapidly over the past decade. Investors find that *Ardbeg's* reputation as having some of the world's best whisky creates a sound opportunity for steady growth into the future.

## WHY WE LOVE ARDBEG

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- ▶ Highly awarded spirit in a range of categories
- ▶ Creates the smokiest malt in the industry
- ▶ Increasing popularity has justified a recent expansion to keep pace with growing demand
- ▶ Non-chill-filtered to preserve the traditional character of the whisky
- ▶ Holds the crown for *Distillery of the Year* three years running



## DISTILLERY PROFILE

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Using the smokiest malt in the business, *Ardbeg* has made its name as holder of the peatiest expressions of *Scotch* in the business. *Islay* has an ample supply of soft water and potent peat to create the exact flavour statements that enthusiasts have grown to love over the years, making it the ideal location for this iconic distillery. While the distillery has had its share of shutdowns, nothing has kept those with passion for the water of life away from crafting some of the greatest whisky that Scotland has to offer.

*Mickey Heads* currently leads the *Ardbeg Distillery* as *Distillery Manager*. His dedication to *Scotch* was recognized in 2014 as he was named *Icons of Whisky Global Distillery Manager of the Year*. Mickey and his team host plenty of enthusiasts year-round and offer distillery tours for those interested to see the kind of passion that goes into creating these wildly popular expressions. The best part? Stepping out onto the *Ardbeg Distillery* pier and taking in the crisp sea breeze.



## IN THE NEWS



## COMPARABLE BOTTLES



**ARBEG 1999  
GALILEO**  
*12 Years-Old*  
£399 GBP/BOTTLE



**ARBEG 1973  
MONCREIFFE**  
*15 Years-Old*  
£2,500 GBP/BOTTLE



**ARBEG 1974  
#654 SIGNATORY**  
*23 Years-Old*  
£3,500 GBP/BOTTLE



**ARBEG 1967  
#1138 SIGNATORY**  
*30 Years-Old*  
£7,000 GBP/BOTTLE





SCOTLAND

The Stables,  
Errol Park Estate,  
Errol, Perthshire,  
PH2 7RA, United Kingdom

SPAIN

Carrer del Rosselló,  
140 Level 1 - 1,  
08036 Barcelona, Spain

SINGAPORE

998 Toa Payoh North,  
#06-03 Singapore 318993