



CASK OPPORTUNITY

BENRIACH



THE OPPORTUNITY

Braeburn Whisky IS DELIGHTED TO OFFER AN 8 YEAR-OLD *Refill Bourbon Hogshead cask* FROM THE *BenRiach Distillery*, DISTILLED IN 2012.

WHY WE LOVE BENRIACH CASKS:

- ▶ Won *Whisky Distiller of the Year Award*
- ▶ Won *Global Whisky Distiller of the Year Award*
- ▶ Single malt offerings are relatively new, with the first being in 1994
- ▶ The brand made a name for itself under independent ownership
- ▶ Malting their own barley is what kept the distillery alive during downturn

A young *BenRiach* cask is an excellent addition to any investment strategy. This opportunity allows investors a highly lucrative avenue to grow their portfolio over the next 5-10 years and beyond, while safeguarding wealth from stock market volatility.

The classic *Speyside* spirit has matured in a *Refill Hogshead Cask*, helping *BenRiach's* subtle fruitiness shine through. Using fresh water from a natural spring below the distillery and incorporating barley from their on-site malthouse helps *BenRiach* provide a quality spirit, highly desirable among enthusiasts across the globe.

Both relatively young styles of *BenRiach* and their more aged expressions have done extremely well in the past because this spirit has such an eclectic personality. The unique and high desirability of *BenRiach* casks makes this an excellent opportunity for both new and experienced investors.



Benriach casks provide investors with a rare and extremely lucrative asset to diversify their portfolio as part of a well-balanced wealth preservation strategy.



INVESTMENT DETAILS

DISTILLERY:	Benriach
DISTILLATION DATE:	2012
CASK TYPE:	Hogshead
CURRENT AGE:	8 Years Old
ALCOHOL BY VOLUME (ABV):	59.07%
VOLUME:	~124.62 RLA LITRES
VOLUME IN BOTTLES:	301 (70cl)
PRICE:	£6,630.60
PRICE/70CL:	£22.00

EXIT STRATEGIES

Exit at 18 Year Years

Purchasing the cask now at 8 years old lends itself well to a holding period of about 10 years, as prices of whisky casks rise reliably year on year until it passes 18. Holding this cask for at least 10 years will provide investors with a considerable return and will effectively safeguard wealth.

Exit at 25 Years

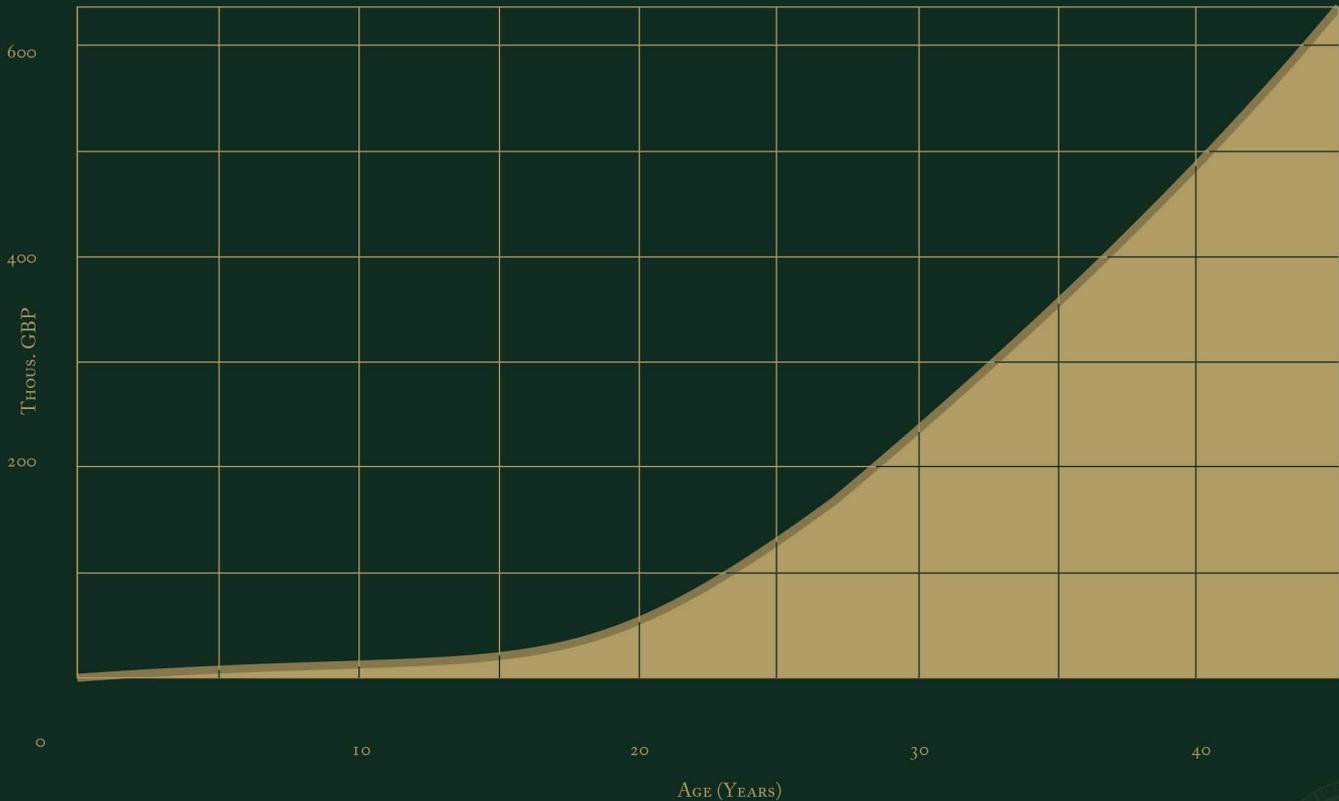
Alternatively, this could be an excellent 14 year investment, as casks become more valuable as they pass the 20 year mark and mature to 25 years. Casks of this age are highly sought out among enthusiasts and independent bottlers across the globe.

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 *BenRiach*, and you can expect to see a significant return on your investment. A bottle of *BenRiach* Authenticus Aged 30 Years lends itself to a price tag of £390, whereas its 10 year old counterpart only fetches £35.



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

SINGLE MALT SPEYSIDE SCOTCH
- BenRiach Heart of Speyside -
*2016 International Wine and Spirits
Competition*

SPEYSIDE 12 YEARS AND UNDER
- BenRiach 10 Year Old -
2016 World Whiskies Awards

SINGLE MALT SPEYSIDE SCOTCH-PEATED
- BenRiach 10 Year Old Curiositas -
*2017 International Wine and Spirits
Competition*

SINGLE MALT SPEYSIDE SCOTCH-19-21 YEARS OLD
SCORE: 95
- BenRiach 21 Year Old -
The Scotch Whisky Masters



DISTILLERY HISTORY

BenRiach was founded in 1898. However, the *Pattison Crash* of 1900 caused the whisky boom to end in a crash, that is, the crash of the whisky industry. Many distilleries were closed at the time, including *BenRiach*. However, their malthouse continued to serve their sister distillery, Longmorn. In the 1960s, the demand for *Scotch* whisky was on the rise, particularly in the *US*. This new boom caused many of the formerly closed distilleries to open again, including *BenRiach*. Although the distillery had to be redone, *BenRiach's* history and character were replicated in the new finishes.

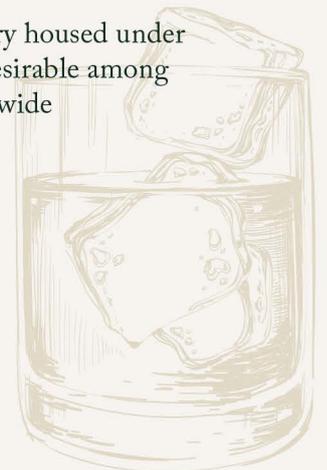
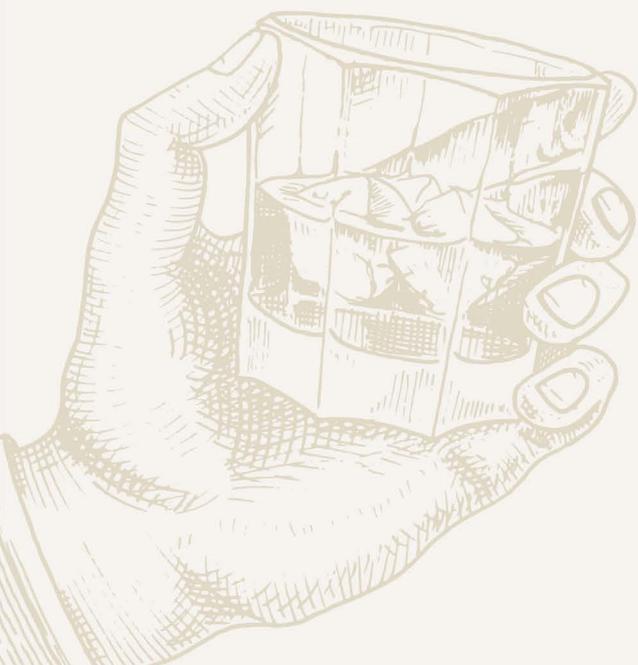
In the early 1970s, *BenRiach* added peated malts to its lineup. Today, the distillery still offers both peated and non-peated spirits to accommodate a variety of taste preferences. *Seagram's* purchased *BenRiach* in 1978 and expanded production from 2 to 4 stills. In 1994, under the same ownership, *BenRiach* released its first single malt. One year after being purchased by *Pernod Ricard*, *BenRiach* was mothballed in 2002. It was only two years later in 2004 that *BenRiach* came under independent ownership. With newfound independence, *BenRiach* bottled several of its own single malts, won the *Whisky Distiller of the Year* award, restored the floor maltings, and won the *Global Whisky Distiller of the Year* award.

In 2016, one year after its most recent award, *Brown-Forman* recognised the success of *BenRiach* distillery. With a 145-year reputation, *Brown-Forman* acquired *BenRiach* and still operates the distillery today.

KEY POINTS

At 8 years old, this cask still has a lot of value left to realise. *BenRiach* casks tend to experience a high appreciation in value because of their:

- ▶ **Tradition:** *BenRiach* uses malt from their own malthouse during distillation
- ▶ **Innovation:** The distillery is known for using unique and experimental cask finishes
- ▶ **Desirability:** As a well-known distillery housed under *Brown-Forman*, *BenRiach* casks are desirable among whisky enthusiasts and bottlers worldwide



DISTILLERY PROFILE



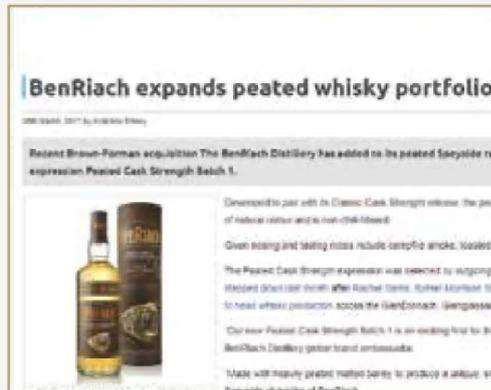
The *BenRiach* distillery is in the *North-East* region of *Morayshire*. It has earned quite a reputation for its experimental use of different styles of casks, which add to the unique desirability of whisky from this historic distillery.

Of the *Speyside* region, it is one of only two distilleries to operate and use its own malting floor during the distillation process. Along with the tradition and quality from its own malted barley, *BenRiach* also uses fresh spring water from the *Burnside Springs*, located directly below the distillery.

These two factors add to the classic *Speyside* character of the spirit from *BenRiach*.



IN THE NEWS



COMPARABLE BOTTLES



BENRIACH
10 Years-Old
£35 GBP/BOTTLE



BENRIACH
20 Years-Old
£125 GBP/BOTTLE



BENRIACH
21 Years-Old
£130 GBP/BOTTLE



BENRIACH AUTHENTICUS
30 Years-Old
£390 GBP/BOTTLE





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