



PLATINUM CASK

*Cask fractions*

2021

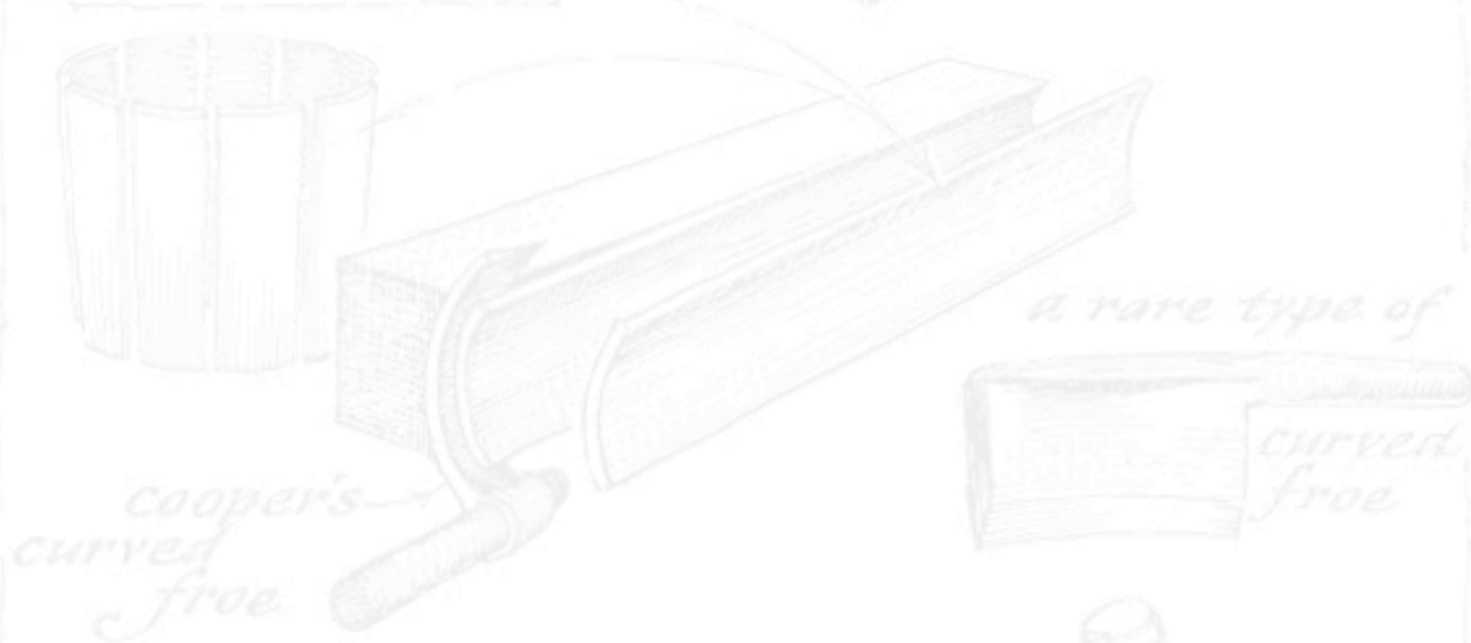
- A Fah Mai Holdings Group Company -

# The Froe

could split  
a block of  
wood  
into shingles



Cask fractions, rare whisky for everyone.  
or burrel staves



or clapboards

by twisting  
the handle  
as the froe is struck



## *Platinum Cask*

Platinum Cask is offering a unique whisky opportunity. We are pioneering a concept we call "Cask Fractions". Cask fractions is a Platinum Cask concept, and a Fah Mai Holdings brand. We created cask fractions to allow people to start a cask whisky collection without having to purchase an entire cask. This is an affordable way to have a whisky collection. And seeing as there is a high appreciation of whisky in its early years at cask level, it is a great way to invest smaller amounts of money with a competitive return.

We break down casks into a different number of fractions depending on its value so each fraction has a GBP 20.00 starting price.

Once a cask has reached its maturation age we start the sale process. There are 3 ways we look to sell the cask. We choose the most profitable option as we retain 51% ownership of the cask in most cases. The three options are,

1. Selling the cask at an auction, live/online.
2. Selling to a private buyer through our network.
3. We bottle under our trademarked brand Platinum Cask as an independent bottler and sell the bottles. If we take this route it can take a little longer to realise a return as we do not know how long it will take to sell all the bottles.

In all cases once the timer on the casks maturation runs out we will have to effect a sale of the cask that can take some time. Normally we will enter the casks for auction on the same month. Private sales can be quicker.

This concept allows people to take advantage of all the benefits of owning a whole cask, without the large outlay of funds to buy a whole cask, or the management that comes with that. Fraction ownership is hassle-free, we manage the casks, re-gauge, bottle, sell, store, insure and manage them.

Many people are put off buying cask whisky as they are lead to believe that you can only do it with large amounts of money. There are not many low entry level, low risk investment opportunities out there these days.

A Cask Fraction is a percentage of the contents of a cask. Due to the fact that as a cask ages, and its volume of spirit decreases (the angels share), the simplest way to break it down is into fractions. Each cask is broken down into a different number of fractions depending on its value to get a conformed GBP 20.00 starting value for each fraction. Simply, the more valuable the cask the more fractions will be available.

Since inception we have sold 9 casks from the platform. They have given a return between 7-104% PA. The highest was a Macallan 1990 casks we bought for GBP100,000.00 and sold for GBP 140,000.00 2 months later to a private buyer. Our concept cask was a Dalmore 2009 cask that we sold before we really wanted to just to prove our concept. We bought it for GBP4,000.00 and sold it 7 months later for GBP12,000.00 through an online auction for all to see.



## ***How does it work?***

Firstly please sign up to a membership. We have 4 levels of membership, starting with Bronze (GBP 4.98), Silver (GBP 19.98), Gold (GBP 31.98), and Platinum (GBP 45.98).

Bronze gives you access to the bottles and 1 casks, Silver Gold and Platinum give you access to a range of casks, with Platinum membership giving you access to all levels.

The membership fee is not a recurring payment, it's a one-off and gives the member lifetime access. Depending on the level of membership you choose, you will see a range of different casks. If you're wondering what the difference between the memberships are, honestly it's not huge. The silver casks are mainly the younger less well-known brands, the gold is slightly better known brands, and the platinum is brands such as Linkwood, Dalmore, Jura, Macallan etc.

If fractions of your cask of choice are available, click on buy and complete the payment by credit or debit card. We do not charge a commission or any management fees for maintaining the stock. We do take 20% of the profit from any sale. This is our management fee. The management fee covers all insurance, storage and re-guage fees. If we bottle a cask, the costs involved in bottling will be taken into account before calculating profit.

## ***When and how will I get my money back?***

Different casks will be set with different sale dates depending on their age and the details we receive when re-gauging the cask. If the ABV% drops too low we will sell the cask. If a whisky cask goes below ABV 40% it will no longer be known as a whisky. Once a sale has gone through you will receive your money back bank transfer, refund to your credit card or PayPal. You will be liable for any charges applied to transferring your funds to you.

## ***Can I withdraw my fraction as whisky?***

Yes, you can. However, we would encourage you not to do so as it would be an impractical way of purchasing a small quantity of cask whisky to drink. It also requires undue levels of cask handling during the maturation process and so the withdrawal fees to remove your fraction prior to the displayed sale date reflect the negative impact this action would put on the cask. If you were thinking of doing this, please read our terms and conditions on withdrawal before purchasing. If you would like to drink some nice whisky, please take a look at our bottles that we have for sale.



## ***Why Buy Fractions?***

A lot of casks are priced outside any one individuals comfort level. We see casks costing upward of GBP 1Mil. Even if you were to create a syndicate you would still be left with “all your eggs in one basket”.

The appreciation as a percentage is the same on a fraction as it would be on an entire cask but at an affordable price.

It makes a unique present to buy for friends and family as a gift.

You own the percentage of liquid in the cask you are buying, so worst-case scenario you can drink it.

In excess of 20% PA is possible on a small outlay of funds.

## ***Is there a market for whisky casks?***

Yes! One of the best places to find casks online to purchase is whisky-online auctions. In 2017 a 1995 Macallan, cask #7739, was sold for GBP 52,100.00. This was followed closely by a 1990 Macallan, cask #4048, selling for GBP 135,100.00 and then a 1996 Macallan, cask #15538, selling for GBP 168,300.00. This was topped in 2018 by a 1989 Macallan, cask #1248, selling for a whopping GBP 242,200.00.

These are large numbers and similar jumps in value are possible with casks from other brands such as Bruichladdich, Ben Nevis, Dalmore, Jura, and many more. The appreciation of aged whisky is something that has gone unnoticed due to the lack of education around the asset.

*[www.PlatinumCask.com](http://www.PlatinumCask.com)*



# *Artemis*

by.  
Susan Haseaman



# *Platinum Cask – Single Cask Releases*

From our collection of both single malt and single grain whiskies we choose some of the most interesting casks to bottle as part of our single cask releases.

Our first release was a 10-year-old single grain from Invergordon this was followed shortly after with release of a 6-year-old Ardmore the premier release to our Olympians Series.

The Olympians Series from Platinum Cask is a limited release set of 12 single cask bottlings. Each bottling will represent one of the original Greek Gods, starting with our first bottling Artemis.

Artemis is the archetypal virgin god, representing new beginnings and symbolising a deep desire to create brand new ideas and methods of working. A perfect fit for our first bottling.

Artemis is a limited bottling of just 314 bottles. Distilled in 2011 it is a 6-year-old Single Malt from the Ardmore Distillery bottled at 46% ABV.

With the Olympians Series, we will focus on showcasing some of the more unusual and characterful casks from our collection. For Artemis, we chose the 6-year-old Ardmore for its youthful vibrancy and exceptional taste at such a young age.

All Olympian bottles will be accompanied with a signed print reproduction of the label artwork painted by Cornish artist Susan Haseman.

Susan's work normally focuses on the small villages and Cornish landscapes. However, for this special limited project, Susan has been commissioned to re-imagine the Greek gods in a set of 12 original works of water coloured art.

# *Platinum Cask Memberships*

## **Bronze**

Starter Membership,  
Lifetime Membership,  
Access to our Single Cask releases,  
Access to our Bronze level Cask Fractions and bottle shop.

£4.98/ One-off Payment

## **Silver**

Entry Level Membership,  
Lifetime Membership,  
Access to our Single Cask releases,  
Access to our Bronze, Silver level Cask Fractions, and bottle shop.

£19.98/ One-off Payment

## **Gold**

Premium Membership,  
Lifetime Membership,  
Access to our Single Cask releases,  
Access to our Bronze, Silver and Gold Cask Fractions, and bottle shop.

£31.98/ One-off Payment

## **Platinum**

Exclusive Membership,  
Lifetime Membership,  
Access to our Single Cask releases,  
Access to all levels plus bottle shop.

£45.98/ One-off Payment

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