



PLATINUM CASK





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*Cask fracturing means rare whisky for everyone*



## Revolutionising Whisky Investment: Introducing Cask Fractions

Platinum Cask unveils an unparalleled, opportunity in the world of whisky with our ground-breaking concept: "Cask Fractions." A brainchild of Platinum Cask and a distinguished Fah Mai Holdings brand, Cask Fractions revolutionise the way people build whisky collections, making it accessible to all enthusiasts without the need to purchase an entire cask. It's an affordable gateway to curate a remarkable whisky collection, with an added advantage – the potential for substantial returns during the early maturation stages at the cask level.

**Breaking It Down for Accessibility:** We dissect casks into varying fractions based on their value, each fraction commencing at a GBP 20.00 starting price. This approach ensures accessibility and inclusivity for whisky aficionados looking to embark on a journey of whisky ownership and investment

**The Path to Profit:** As the cask matures, we initiate the sales process, exploring three distinct avenues to maximise profitability. Our commitment to retaining 51% ownership of the cask ensures we pursue the most lucrative option:

**Auction Power:** We harness the dynamic world of auctions, whether in a live or online setting, to sell the cask and unlock its full potential.

**Private Buyer Network:** Effectively Leveraging our extensive network, we are able to connect with private buyers, who recognise the value of exceptional whisky investments.

**Platinum Cask Bottling:** Under our revered trademark brand, Platinum Cask, we transform the cask's contents into independent bottling. While this route may take a bit longer to realise returns, as we cannot predict the speed of bottle sales, it offers a unique avenue for whisky enthusiasts and investors alike.

At Platinum Cask, we are not just redefining whisky investment; we're democratising it. Welcome to the future of whisky collection and investment with Cask Fractions.

## Unlocking the Potential: A Cask Fraction's Journey

**Understanding Cask Fractions:** A Cask Fraction represents a percentage of a cask's contents. As the cask matures and undergoes the natural reduction in spirit volume known as "the angel's share," breaking it down into fractions becomes the simplest approach. Each cask is divided into varying fractions based on its value, ensuring a standardised GBP 20.00 starting value for each fraction. The more valuable the cask, the greater the number of available fractions.

**Proven Success:** Since our inception, we have facilitated the sale of 30 casks through our platform, yielding returns ranging from 5% to an impressive 200%. Notable achievements include the sale of a Macallan 1990 cask, initially acquired for GBP 100,000.00 and sold for GBP 140,000.00 to a private buyer just two months later. Additionally, our concept cask, a Dalmore 2009, was purchased for GBP 4,000.00 and sold seven months later for GBP 12,000.00 through an online auction, showcasing the potential and viability of our innovative approach for all to witness.

When the timer on a cask's maturation journey reaches its conclusion, we embark on the next phase – the sale of the cask. While this process may require some time, our dedication to optimising returns is unwavering. Typically, we swiftly introduce casks to auctions within the same month, although private sales can expedite the process even further.

**The Full Cask Experience:** Cask Fractions empower individuals to savour the complete cask ownership experience without any of the substantial upfront investment or complexities of management that it often entails. Fractional ownership is a hassle-free endeavour, with us taking charge of cask management, re-gauging, bottling, sales, storage, insurance, and overall administration.

**Democratising Cask Whisky Ownership:** Many are deterred from venturing into cask whisky ownership under the misconception that it requires substantial capital. In a landscape where low-risk, entry-level basic investment opportunities are often scarce, Cask Fractions provide an accessible and rewarding avenue.



## Navigating the Cask Fraction Journey

**Step 1: Sign Up.** Begin your journey by signing up for one of our membership options. We offer two distinct levels to cater to your preferences, both of which offer unique levels of experience within our community.

Some exclusive bottles from single cask releases may only be available to Platinum members.

- **Platinum Membership (GBP 45.98):** A prestigious lifetime membership that grants full access to our Cask Fraction Platform, allowing you to engage in the buying and selling of Cask Fractions and Whole Casks
- **Free Membership:** Perfect for those eager to explore the world of whisky, offering opportunities to purchase bottles, cigars, and whole casks.

**Step 2: Explore and Purchase.** Once you've selected your membership, you'll have the opportunity to explore various casks within our platform. When fractions of your desired cask become available, simply click 'buy' and proceed with a secure payment using your credit or debit card.

Rest assured, the membership fee is a one-time payment, not a recurring charge, providing lifetime access to the platform.

Depending on your chosen membership, you'll gain access to an array of captivating casks, and a genuine community of like-minded whisky traders and enthusiasts.

It's important to note that we do not levy any commissions or management fees for maintaining your stock. Instead, we charge a 20% management fee on the profit generated from any sale. This fee comprehensively covers aspects like insurance, storage, and re-gauge fees. Should we decide to bottle a cask, bottling costs will be factored into the profit calculation.

At every step of the way, our goal is to provide you with a seamless and transparent experience, empowering you to engage in the world of whisky with confidence.

## Your Fraction, Your Choice

**Turning Cask Fractions Into Whisky:** While it's entirely possible to acquire a fraction of a cask with the intention of eventually enjoying it as whisky, we strongly advise against it. We'd like to offer some insights. Opting for this route may entail several challenges, including increased cask handling during maturation, which could affect the overall quality.

Consequently, withdrawal fees are associated with removing your fraction before the scheduled sale date. To gain a comprehensive understanding of all of the implications, we recommend reviewing our withdrawal terms and conditions before making a decision. If you're seeking a delightful glass of whisky, we encourage you to explore our range of available bottles for sale.

**Return On Your Investment:** The timing and method of receiving funds are contingent on the specific cask in question. Sale dates may vary depending on factors such as the cask's age and the details obtained during the re-gauging process. Should the ABV% drop below a certain threshold, typically ABV40%, the cask no longer qualifies as whisky.

Upon a successful sale, you can anticipate receiving your funds through various channels, including bank transfers, credit card refunds, or PayPal. Please be aware that any associated charges incurred during the funds transfer process will be entirely your responsibility. We aim to facilitate a smooth and transparent experience, ensuring your investment journey remains as hassle-free as possible.



[www.platinumcask.com](http://www.platinumcask.com)



## Unlocking the Benefits of Cask Fractions

Cask fractions offer an attractive solution, providing an opportunity to invest in premium casks at a fraction of the cost. This allows for a more diversified investment portfolio, mitigating the "all your eggs in one basket" scenario.

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**Equal Appreciation, Lower Cost:** The potential for appreciation as a percentage remains consistent, whether you own a fraction or an entire cask. The key difference is affordability. Investing in cask fractions allows you to access the same appreciation opportunities without the need for a significant upfront investment.

**Unique and Thoughtful Gifts:** Cask fractions make for exceptional gifts for friends and family, offering a truly unique and memorable present. By gifting a fraction of a cask, you're providing the recipient with a tangible and enjoyable investment in the world of whisky.

**Ownership and Flexibility:** When you purchase a cask fraction, you own a percentage of the liquid in that cask. In the event of unforeseen circumstances, you have the flexibility to retrieve and enjoy your portion of the cask. This ensures that your investment retains a level of liquidity and utility.

**High Returns on a Modest Investment:** Investing in cask fractions presents an opportunity for impressive returns on a relatively small outlay of funds. With the potential for returns exceeding 20% annually, cask fractions offer an attractive and accessible avenue for investors to explore.

## Is There a Market for Whisky Casks? Absolutely!

The market for whisky casks is not just alive; it's thriving. A prime avenue for acquiring casks is through whisky online auctions. For instance, in 2017, a 1995 Macallan cask #7739 changed hands for a fantastic price of GBP 52,100.

This was closely followed by a 1990 Macallan, cask #4048, fetching GBP 135,100, and a 1996 Macallan #15538 commanding a staggering GBP 168,300. The momentum continued in 2018 when a 1989 Macallan, cask #1248, set a new benchmark at GBP 242,200.

These remarkable figures underscore the market's potential, and similar leaps in value can be achieved with casks from other revered distilleries like Bruichladdich, Ben Nevis, Dalmore, Jura, among many others.

It is worth noting that the appreciation of aged whisky has until now, been relatively inconspicuous due to the limited awareness and education surrounding this unique asset class.





## Platinum Cask - Unveiling the Singular Single Cask Releases

Within our treasured collection of single malt and single grain whiskies, we embark on a quest to unearth the most remarkable casks, setting them apart for our coveted single cask releases. Our inaugural release graced the world as a 10-year-old single grain from Invergordon, swiftly followed by a 6-year-old Ardmore, the pioneer of our illustrious Olympians Series.

The Olympians Series, an exclusive line by Platinum Cask, boasts a curated selection of 12 single-cask bottling, each an embodiment of the revered Greek Gods. Our journey begins with Artemis, the quintessential virgin deity, representing the genesis of fresh ideas and a fervent desire to innovate—attributes that harmonise seamlessly with our debut bottling.

Artemis, a 6-year-old Single Malt hailing from the Ardmore Distillery, is a limited masterpiece, comprising a mere 314 bottles. Distilled in 2011 and bottled at a resolute 46% ABV, Artemis is a testament to youthful exuberance and an exceptional flavour profile emerging at such a tender age.

In our pursuit of the Olympians Series, we strive to shine a spotlight on the more unconventional and character-rich casks within our extensive repertoire. Artemis, with its fresh and vibrant youthfulness and exceptional taste, exemplifies this vision.

To enhance your experience, every Olympian bottle is accompanied by a meticulously crafted signed print, a reproduction of the label artwork hand-painted by the esteemed Cornish artist, Susan Haseman.

Susan's artistic portfolio typically captures the essence of quaint villages and the idyllic landscapes of Cornwall. However, for this exceptional project, she has been entrusted with the remarkable task of reimagining the Greek gods, infusing life into 12 original watercolour masterpieces that elevate this limited collection to unparalleled heights.

## The Olympians



[www.platinumcask.com/bottles](http://www.platinumcask.com/bottles)



## Membership

### PLATINUM

Unlock the pinnacle of membership with Platinum—a lifetime pass to the heart of our cask fraction platform. Enjoy unrestricted access to our Cask Fraction Marketplace.

Price: £45.98 / Lifetime

### FREE

If your interests lie solely in "Bottle, Cigar, and Whole Cask" acquisitions, a "free membership" is all you need.



[www.platinumcask.com/memberships](http://www.platinumcask.com/memberships)



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