



The Spirits Club

www.yourspiritsclub.com





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Una parola del fondatore

È un vero piacere darti il mio benvenuto in The Spirits Club.

After my studies in law and practicing as a lawyer for a few years, I happily chose to further deepen my great passion for investment and finance.

I have personally invested in several companies with a focus on alternative assets, evaluating their mutual benefits and disadvantages.

Thanks to the meeting with important business and banking realities and with experienced professionals in the field of fine spirits, The Spirits Club was founded, with headquarters in London and with the precise intention of spreading this profitable alternative form of investment, still unknown to many.

What was once a luxury product for a few admirers, has now become a great earning opportunity for any investor who wants to protect his capital from market volatility, diversify into alternative assets and dissociate from global markets.

For this reason I have gathered various international experts in spirits from whiskey to rum and created a team of portfolio managers specialized in this asset to support investors in a process totally managed by us from the first selection of bottles to the final moment of their sale in the market.

Therefore, you do not need to be an expert in whiskey or rum to enjoy average returns of 30% per year, as during the entire investment process you will be accompanied by our international experts in collectible distillates.

From purchase to liquidation, we take care of all the details entirely.

Unlike other brokerage firms, our priority is and always will be our clients. For this reason, our work focuses primarily on advising and managing their portfolios step by step and are always by their side, throughout the entire investment process.

What we are creating is a large network of investors, a club where they can find a partner who takes care of their needs, guiding and supporting them in achieving their goals, as well as a group of people to share this exciting experience.

Within these pages you will find a detailed guide that will explain the collectible spirits market, how to invest successfully and how to invest with The Spirits Club.

I wish you a good read and remember that if you have any questions, our experts are at your disposal.

Welcome to our club.

Marilisa Rutigliano

About us

Founded by the well-known entrepreneur and investor Pier Giorgio Poretti, with the help of the international distillate expert Massimo Righi, The Spirits Club wants to offer a new meeting point between the world of spirits and that of alternative investment.

The mission of our company is **to make it accessible** for even the most inexperienced investors to have the opportunity to earn high returns, thanks to the complicated world of collectible spirits.

In order to have a complete and diversified selection that includes **the best spirits in the world**, our company has recruited international partners specialized in the selection, purchase and bottling of **the best performing spirits globally**.

A team of experts is leading the meticulous process of selecting the best spirits for The Spirits Club and coordinates the creation of portfolios tailored to each collector.





A company focused on luxury

Nowadays, especially in the UK, it is easy to find numerous companies that position themselves as experts in whisky offering the investment in barrels as the only and best alternative with the reasoning of obtaining returns that are around **50% per year**.

Majority of the people will not know the full value of other niche collectible products as they are still unknown in the global market and sold in incredibly small quantities.

Our company focuses on the research and selection of **the most sought after and requested products** by collectors all over the world and for this reason, are willing to pay dizzying amounts in order to grab the well-known bottles so coveted. Leveraging the rarity of the product and the well-known rule of supply and demand, our company offers **safe opportunities** and focuses on the safe success of the investor's exit strategy.



Why should i invest in collectible spirits?

Among all the types of spirits, the dominant in the market is certainly Scotch. With over 500 years of history behind it, Scotch is considered the pinnacle in the world of whisky and is sold in hundreds of markets around the world. To give a simple example, its export market has reached incredible levels and is around one billion pounds a year.

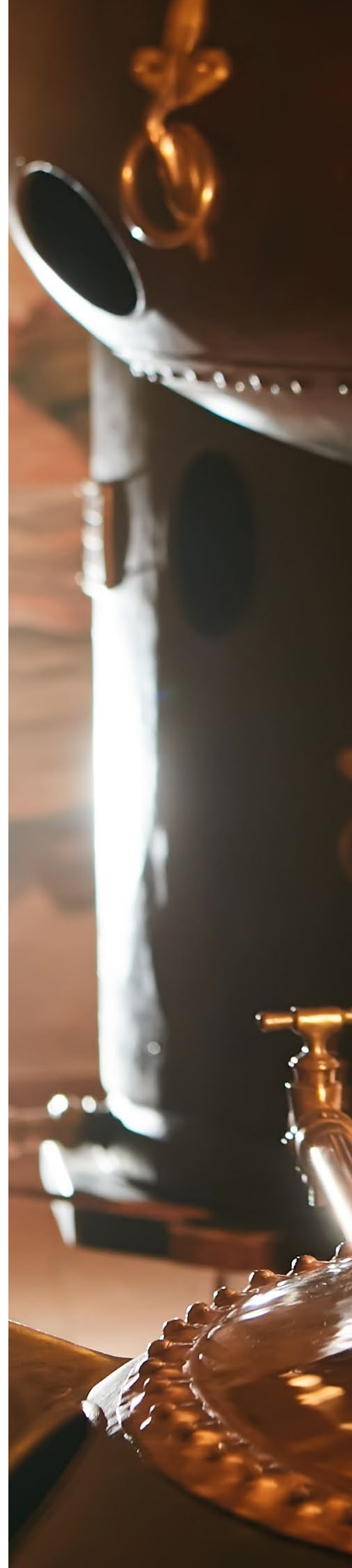
In 2019, whisky, according to the Knight Frank Luxury Investment index, was the best performing asset ever among alternative luxury goods, with an average percentage return of almost 20% per year.

Thanks to new markets such as Asia, these performances are not only increasing year on year, but are even growing with decidedly impressive returns. Many Asian collectors in fact look for valuable bottles that they collect and are willing to pay mind-boggling figures in order to have the opportunity to buy them.

In recent years the growing spirits market has led to the creation of new products and new regions in addition to the well-known Scotland, have been confirmed as producers of luxury spirits. These include the small distilleries in Japan and America, which have in fact come to dominate the market outside Scotland.

Not only whisky

The market for luxury spirits however is not only made up of whiskies. Even more so, in a portfolio it is always a golden rule to diversify into other types of spirits. Rum and Vodka also have their products that reach thousands, if not tens of thousands of euros, to be purchased by collectors around the world.





Why invest with the spirits club

The Spirits Club not only wants to exploit a growing market with **excellent return performance** offered by collectible bottles, but is based on important values such as **transparency with its investors** and the safety of the product offered.

For this reason, our experts advise investing in rare and valuable bottles, ensuring these are liquid in the market and easily exchangeable. Giving security and flexibility to investors who are looking for a valid alternative asset.

Our goal is not to promote ten-year investments in barrels of unknown brands, but rather to point to bottles that are already highly appreciated and known in the market, making them sought after by collectors all over the world willing to pay and price them much higher than those currently in the market.

Each collection is tailor-made for our customers, to whom our team of experts offers their expertise to strategically position them in the best way in this market.

Our consulting approach is characterized by its non-monotony, that is, by its focus not only on bottles that represent the classic must-haves of collections, but also with new investment opportunities not yet fully established and therefore, with **very high profit capacity**.





Unreliable investment schemes

In the past, whisky investment schemes unrelated to market demand have led to vagueness about the law of ownership. In some cases, in fact, the investor did not actually buy the whiskey but only an "interest" in it. This meant that in the unfortunate scenario where a distillery was damaged, the liquidators would become owners of the barrel as it was considered an asset of the distillery.

General complications

When buying a barrel there are several risk factors that you need to consider, including the type of barrel, taxation, LPA (liters of pure alcohol) and how to evaluate the barrel just to name a few. This

This type of valuation turns out to be very complex, especially for private investors who want to make the related profits themselves.

Knowing the best time to exit the investment and how to maximize profit can sometimes be a challenge for private investors without access to the know-how of industry insiders.





How does whiskey perform?

According to trade brokerage data, Scottish whisky maturation **has outperformed the FTSE** over the past decade. The table below shows the performance of the Apex 100 Whisky Index and the rarewhisky101.com website that tracks the value of one thousand of the most sought-after bottles of single malt Scotch. Over the last decade the index has grown by 736.55% with an annual growth rate of 22.4%. This extraordinary growth rate easily surpasses the FTSE 100, which grew by only 75% over the same period and the FTSE 250 which increased by 209%. **But whisky also surpasses oil, with growth of 57% and gold growing by 58%.**

Scotch whisky

"Scotch takes years to mature and is a valuable producer of exports and dollars".

Winston Churchill

Every year over 1.28 million bottles of scotch tape are shipped in 175 countries around the world, making Scotch an excellent choice for investors concerned about the "weak" pound and rising inflation rates in the UK.

Over the past 20 years the market has grown by 4% per year and exports of Scotch whisky are now worth £4.7 billion. In fact, Scotch now accounts for 21% of all food and beverage exports and 1.3% of all UK exports.

Single malt scotch recorded a particularly positive trend, with an increase in exports of 14.4% (or 550 million euros) recorded during the first six months of 2018.

Growth is particularly strong in Asian countries with Chinese exports up by 34.8% in the first six months of 2018 and **exports to India increasing by 44.4%** over the same time frame. The United States has undoubtedly been the most prosperous and important market for Scotch for a long time now, with total exports exceeding 400 million euros a year.

You may be surprised to learn that France is also a big buyer of scotch, with French drinkers buying 40 times as much as cognac, while Mexico spends as much on scotch as on tequila. Scotch begins to show great returns after it has reached the three-year milestone and can therefore be legally classified as Whisky. From that moment on, yields increased from year to year with a marked growth from the 10-12 years in which the whiskey barrel is considered mature and its rarity factor continues to increase more and more.



Japanese

Japanese whisky has also enjoyed **excellent performance over the past decade** quickly gaining a cult following among whisky collectors around the world. According to Euromonitor, Japanese whisky sales are expected to grow by 19% to \$147.6 billion by 2023 internationally.

In Hanyu Ichiro's August 2019, the Full Card series sold for HK\$7.19 million (£755,000) to Bonhams Hong Kong, comfortably beating an expected sale value of HK\$4.5 million to HK\$6 million. The sale set a new record for the most expensive Japanese whiskey ever sold at auction

Other collectible spirits

As well as collectible whisky, in smaller market shares, **other spirits such as rum, vodka and bourbon** also offer returns that touch 20% per year and **give great liquidity and flexibility to investors** who own them in their portfolios. Thanks to the growing market for investments in spirits, these bottles are progressively increasing their value, being requested by investors all over the world. What we will see in the future, will be an increase in the market share of these drinks.





The Spirits Club

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Investments in rare bottles of fine spirits

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