



AHASCRAUGH  
DISTILLERY  
GALWAY • IRELAND

# INVESTMENT OPPORTUNITY 2023





# Introduction

Ahascragh Distillery is a world class distillery and visitor centre in County Galway, Ireland. We have transformed a nineteenth century historical mill into a working craft whiskey and gin distillery. Our eco-distillery is powered completely by renewable energy. We will make some of Ireland's most sustainably produced Irish whiskey and gin.

Gareth and Michelle McAllister are a husband and wife team from Dublin. Having lived and worked in countries across Europe, the US and Asia, they returned to Ireland with the dream of turning their passion for Irish spirits into a family business.

Ahascragh Distillers' goal is to create quality Irish spirits with innovation, transparency and flair. We are passionate about distilling some of the first zero-emissions spirits in Ireland and changing the traditional energy source used for Irish whiskey production. We want to help family and friends across the world celebrate meaningful moments and occasions, with quality Irish whiskey and gin from the beautiful West of Ireland.



AHASCRAGH

DISTILLERY

GALWAY • IRELAND



# Ahascragh Distillery

The old Ahascragh mill dates back to the early 1800s and up until the 1950s processed grain into flour. Located in the heart of the village and steeped in history, the mill complex has remained derelict for the past 70 years. We have given the building a new lease which offers a world class experience and hospitality destination, inside a working eco-distillery in County Galway.

With a passion to produce some of the first zero-emissions whiskey and gin in Ireland, the eco-distillery is powered by renewable energy, using innovative and proven technology.

Through tours, tastings and workshops, the visitor centre offers an intimate and unique experience. A permanent exhibition of the salvaged mill equipment will celebrate the history of the buildings while also exploring Irish whiskey making and the future of the Ahascragh spirit.





## Milestones

## Fundraising

**€1.50m**  
invested by  
Founders

**€1.76m**  
equity raised in  
seed round

**€1.86m**  
equity raised in  
crowdfunding /  
EIS round 2021

## Distillery Build

  
**AHASCRAGH**  
DISTILLERY  
GALWAY • IRELAND

Commissioning  
**2022**

Distillation in  
**2023**

Copper Pot  
Stills arrive  
**December**  
**2022**

Civil works on Brew  
House, Still House and  
Admin Building finished  
**September**  
**2022**

Received  
Sustainability Energy  
Authority of Ireland  
grant of  
€500,000 via EXCEED  
programme  
**June 2022**

Structural and enabling  
works completed **June**  
**2021** and main civil  
works commenced  
**August 2021**

Project officially  
launched  
with national  
news coverage  
**May 2021**

Planning  
permission  
approved  
**October**  
**2020**

Ahascragh Mill  
complex  
purchased  
**2019**



# Milestones

## Revenue Streams



## Path Forward





# The Ahascragh Team

## Gareth McAllister (Founder)

A certified Distiller and chemical engineer with over 30 years of experience in the chemical and process industries. Most recently based in Hong Kong as President and Officer of a leading multinational, Gareth has achieved commercial successes in managing large scale manufacturing operations and businesses. Now, turning his passion for Irish whiskey into a family, global business.

## Michelle McAllister (Founder)

A trained psychologist and creator of Xin Gin. An avid collector of gins from around the world with a goal to combine the flavours she's experienced on her travels with Irish botanicals.

## Karen White (Head of Sales and Marketing)

A multi-lingual commercial and marketing leader, Karen has extensive experience building and developing brands. For more than a decade, Karen worked with global drinks company, Pernod Ricard in various marketing and commercial roles. More recently, Karen set-up her own consulting firm, providing guidance to small businesses in the online space.

Cáit Baxter (Distillery Manager) has been working in the industry since 2014. Her first job was with the Teeling brothers and the launch of their distillery in the Liberties, Dublin. Since Teelings, Cáit has worked in nearly every facet of the industry; bar, tours, retail, sales, bottling & distilling. Her most recent role was Senior Distiller at Dingle Distillery.



## Seán Mahon (Sales Account Manager)

A sales professional with experience working within the Services and Technology Sectors. Seán has vast experience dealing in contract negotiations for both Pan- European and International Organisations with skills in sales, customer relationship management and operations.

## Alison Greene (Marketing & Communications Manager)


Born and bred in Ahascragh, Alison has worked in marketing and communications with extensive experience managing and executing national and international marketing and press campaigns.

## Jim Mulqueen (Board Member)

An experienced Corporate Finance advisor, with 25 years' experience completing transactions and specialising in company acquisitions and disposals, debt and equity fundraising.

## Dr. Jack O'Shea

An Irish whiskey veteran, Jack has worked with numerous distilleries and is a tutor at the Institute of Brewing and Distilling. Jack has a PhD and MSc in Brewing and Distilling, an MBA, a degree in Biochemistry, a BA degree and also a H Dip in Education. Jack is supporting the design and construction of the distillery.



FAMILY BOND

DOUBLE DISTILLED  
CHILL FILTERED &  
NATURAL COLOUR

NOTES

## FAMILY BOND

While we wait for the first drop of Ahascragh spirit, we want to give you a taste of what is to come. We begin our journey with our Family Bond of hand-selected releases. These special releases although not distilled by us, are partly matured, finished, and blended by us and bottled in our home in the West of Ireland.

The Family Bond Series includes CLAN COLLA  
IRISH WHISKEY, UAIS IRISH WHISKEY and XIN GIN.





CLAN COLLA  
IRISH WHISKEY

## FORGE FAMILY BONDS THAT CANNOT BE BROKEN

Clan Colla Irish Whiskey helps us celebrate the big occasions and the meaningful moments in between.

Irish legend recants tales of The Three Collas, brothers who conquered and ruled over most of Ireland, with Colla Uais becoming Ard Rí; The High King of Ireland.

Descendants of The Three Collas are amongst the noblest families of Ireland and Scotland, more commonly recognised as the 'Clan Colla'. Our clan, The McAllisters, are one such family, and through the 1800s McAllister's "Clan Colla Irish Whiskey" was known far and wide

for its exceptional quality. However, the well-documented fall of Irish Whiskey took Clan Colla with it.

Today, bound by honour and tradition, the clan has brought it back, with the vision to return their whiskey to its rightful place amongst the world's great whiskeys.

Available now: 20 Year Old Single Malt with Amarone and Pedro Ximénez Finishes; 19 Year Old Single Malt Oloroso Finish; 13 Year Old Blend; 11 Year Old Blend; 7 Year Old Single Grain Panamanian Rum Finish.

CLANCOLLAWHISKEY.COM







Clan Colla 20 Pedro Ximénez won a gold medal at the Irish Whiskey Awards. Clan Colla 11 and 19 both won silver medals at the International Wine and Spirits Competition.



# UAIS THE TRIPLE BLEND

UAIS Irish Whiskey honours Caireall Colla Uais, High King of Ireland. 25% Pot Still, 25% Single Malt and 50% Single Grain. The three types of Irish whiskey blended together in perfect harmony.

The UAIS bottle is made from the most eco- friendly materials possible; 100% recycled glass and recycled paper for the label with a sustainable wood stopper and a biodegradable vegetable based seal.

UAIS is an Irish Whiskey Blend with an innovative twist. A step up from the ordinary.

[UAISWHISKEY.COM](http://UAISWHISKEY.COM)







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Xin Gin was designed to be at the heart of gatherings. After spending many years in Asia, Xin's founders wanted to merge what they loved about their two homes. The word itself means 'heart' or 'feelings' in Mandarin.

The design of the bottle with celtic swirls and an Asian aesthetic reflects the liquid inside – a perfect balance of European and Oriental botanicals.

Xin Gin won 'Best in Ireland' at The Gin Guide Awards; a gold medal at the International Wine & Spirits Competition; and at The Gin Masters.

XINGIN.IE

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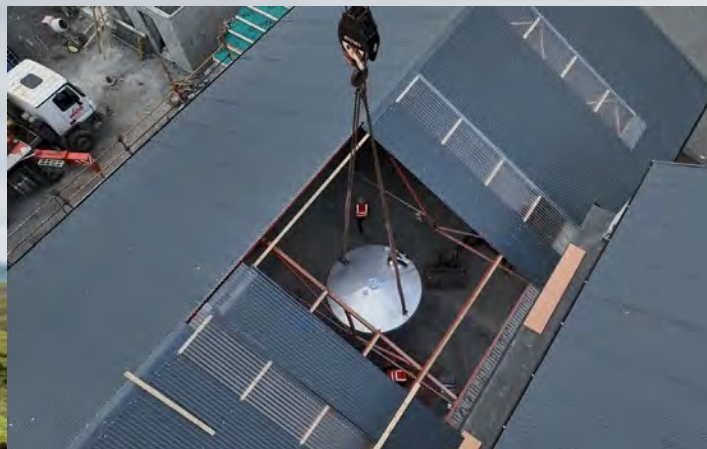
# Eco-Distillery

A key differentiator is our drive to be Ireland's first zero-emissions distillery of this scale.

Ahascragh Distillery engaged FDT Consulting Engineers and Project Managers Ltd. to undertake an energy efficient design review of the proposed distillery in Ahascragh.

Some key features of the new technology:

- Unlike other distilleries in Ireland, the heat delivered to the distillery will not require the combustion of any fossil fuels, and will utilise green electricity
- Heat will be provided to the distillery through heat pumps which means that there will be no flue related emissions, or impacts on the local environment
- The heat pump design, heat recovery and thermal storage means that the energy inputs of the distillery are a third of traditional technology
- The building itself has been protected with much of the original machinery and wooden beams being restored and reused



“This is proven technology across Europe, and we have a huge potential to use it here, particularly in the food and beverage sector, so I am delighted to see SEAI supporting Ahascragh to work with FDT and Astatine to deliver the first truly zero-emission spirits distillery in Ireland”

Minister for the Environment, Climate and Communications, Eamon Ryan



# Why invest in Irish Whiskey?

- Fastest growing premium spirit in the world
- Growth of Irish Whiskey over the last decade of 140%
- Global demand currently surpasses supply
- Sales set to double by 2030, eclipsing Scotch Whisky
- 20 years ago, there were 3 distilleries in Ireland now there are 40 (versus 140 distilleries in Scotland)
- Value of Irish whiskey exports reached €890 million in 2019
- Over 10 million bottles of super-premium- priced Irish whiskey were sold in the United States in 2021 - up 165% since 2015
- The increase in Irish whiskey sales in the US last year was greater than the growth experienced by Scotch over the past 10 years
- “Pandemic proof product” – 114 million cases sold in 2020. Just 0.4% decrease from previous year
- 1 million visitors to distilleries in Ireland in 2019





# Irish Whiskey in Asia

From living in China and Hong Kong, Gareth and Michelle McAllister saw the opportunity for Irish whiskey growth.

- A gap in the market - whiskey is popular in Asia but Premium Irish Whiskey is rare
- Well-connected team with knowledge and experience of the market
- Over the next 15 years, Asia will go from 20% to 66% of the world's middle class
- Exports to Asia grew 362% from 2013 to 2019
- Projections show a CAGR of at least 20%
- India is growing the fastest - 1 in every 2 bottles of whiskey sold globally by 2025 will be bought in India

“While living in Asia, we grew tired of being offered ‘Irish Scotch’ and spotted a gap in the market for premium Irish Whiskey.”

Founder & Managing Director of  
Ahascragh Distillery, Gareth  
McAllister





# Irish Whiskey Global Report - Top 10 Irish Whiskey markets 2021





# Why invest in Ahascragh Distillery?

- 3 brands on the market with more products launching
- Prestigious International Awards for our products including: IWSC Gold and Silver Medals; The Spirits Business Gold and Silver Medals; The Gin Guide Awards 'Best in Ireland'
- Our focus on the lucrative Asian Market
- Experienced and well-connected management team
- Our drive to be carbon neutral and zero-emissions using renewable energy – the first of this scale in Ireland
- Multiple revenue streams including spirit, cask & merchandise sales; third party bottling; café; tours and events. 5 revenue streams currently running with 3 more once the distillery opens
- Unique location; a 19th century historical building; 3.5 million visitors to the West of Ireland annually; 400,000 visitors to East Galway within a 60km radius of Ahascragh





# WHY INVEST IN AHASCRAUGH DISTILLERY?



Zero-emissions  
distillery and  
spirits



3 brands on the  
national and  
international  
market



Experienced  
and well-  
connected  
team



Focus on lucrative  
Asian Market



Multiple revenue  
streams



Unique and  
historical location



# Investment Proposal

## Investment

- C Ordinary Shares
- Tax Relief: 40% of your investment amount can be claimed as relief in 2023 (Irish Tax residents only)
- Minimum Investment: €30,000
- Full Voting and Pre-emption rights





Risk	Mitigation
Construction delays and inflation in material costs	▶ Fixed price contracts in place; penalties for not hitting KPI's that are included in schedule
Raw materials (barley, other grains), oil and gas inflation	▶ Locally sourced grains, contracts directly with growers; distillery sources and generates own renewable energy
Missing financial targets or sales figures off target	▶ Detailed financial projection model and fit-for-purpose accounting system in place that delivers timely and accurate data; company is product driven and market led; can act nimbly to reduce costs or raise additional finance

## Disclaimer

This document is not, nor does it purport to be, comprehensive, it is for information purposes only to assist you in deciding whether you might wish to consider investing and to provide you with a general overview of the investment opportunity. If you invest in Ahascragh Distillers Limited you may lose some or all the money you invest. If you are in any doubt as to the action you should take concerning the contents of this document you should seek your own personal financial advice immediately from your stockbroker, bank manager, accountant, solicitor, or other independent advisor authorised or exempted under the European Communities (Markets in Financial Instruments) Regulations 2007 (as amended) or the Investment Intermediaries Act, 1995 (as amended) who specialises in advising on the acquisition of shares and other securities.

Tax is complex, this is an overview only. To assist investors understanding of EIS tax relief investors should obtain their own tax advice. The above is an example of the possible return available to investors and based on the assumptions above with regard to tax reliefs. Opportunity is open to Irish resident income taxpayers only. It does not constitute a forecast and while the directors consider the assumptions on which it is based are reasonable, it must be recognised that matters relating to tax relief are outside the control of the company and its directors. The company or the directors cannot guarantee that the projected return will be achieved. Please read the risk factors outlined in the Ahascragh Distillers 2022 Information Memorandum.





# AHASCRAUGH

## DISTILLERY

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@ahascraghsprit



Ahascragh Distillery