

A Complete Guide to Coburns Whisky Investment



COBURNS

Investing doesn't have to be complicated.

You want to make sensible investments to grow your hard-earned cash.

But complicated markets and unpredictable returns can leave you hesitating to press the go button.

Meanwhile your cash sits in the bank collecting dust as you continue to hunt for the perfect opportunity that doesn't take an economics degree to decipher.

Why does it have to be so complicated?

One of the great benefits of investing in a tangible asset like whisky is how uncomplicated it is. As the whisky matures, so does your money. It really is that simple.

In this guide, we unpack everything you need to know about investing in barrels of whisky with Coburns. You'll discover the safeguards we have in place, the barrel options we provide and how the entire process works.

At Coburns, our mission is to delight both whisky lovers and investors. We do this by developing ultra premium whisky while providing our barrel owners with fixed, compounding returns.

Read on to find out everything you need to know about becoming a barrel owner with Coburns.

You might relate to barrel owner Jan T:

"I was frustrated with investing, I couldn't see how I was going to move forward; that was until I found Coburns and investing in whisky. Now I have a clear plan"

We've created an investment opportunity that eliminates common investment uncertainties.

Our barrel owners get:

- A fixed interest rate starting at 9.25%
- Guaranteed buy back
- Low entry point
- Tangible commodity
- Investment safeguards



Brad Maling

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Why whisky investment makes sense



Barrel ownership is not a new concept. While investing in barrels of whisky may be new to you, it is actually a centuries old Scottish tradition. It was a common way to support local distilleries and grow wealth.

Whisky has historically been a high value commodity due to a globally under-supplied market. The long production time and high set

up costs have prevented greater supply and driven up the price of whisky.

In Australia, whisky is the fastest growing spirit export and keeping up with demand is going to be the biggest challenge ahead for distilleries.

This is all good news for whisky investors!

What you get when you become a barrel owner with Coburns:



A tangible asset

You own barrels of whisky that we supply and store for you.



Buy back agreement

You don't even have to find a buyer.



Low entry point

Become a barrel owner starting at just \$9k.



Compounded returns starting at 9.25%

Your money is growing as the whisky matures.



High demand commodity

A low supply of premium single malt whisky is driving up prices.



Award winning whisky

The international recognition we've received positions Coburns as world-class.

How it works



Becoming a barrel owner is a simple process. Starting at just \$9,000 you can buy a barrel and sit back as your investment grows. There are no ongoing costs or hidden fees.

3 Simple Steps:

1

Become a barrel owner

Submit an enquiry [here](#) and purchase barrels of whisky at wholesale cost

2

Your investment grows at 9.25% p.a.

As your barrel ages, the value of your whisky appreciates

3

Cash out within 3-5 years

Once we determine the whisky is mature, we buy your barrel back at purchase price plus returns

Here's an example:

Early investor John spent \$10,000 on a barrel of whisky at an interest rate of 9.25%.

John's interest compounded over 4.5 years as the whisky matured.

We bought John's barrel back at purchase price + returns for a total of \$14,793.

"I have a barrel of whisky with Coburns via my SMSF and I could not be happier. Coburns have always been easy to talk to and work with in respect to my investment, and they are more than happy to schedule a site visit where you can walk around and see every aspect of the enterprise. They give me great confidence that my investment will mature into something quite remarkable. I plan to invest in a second barrel in the near future. Oh, and I've sampled the whisky and it is amazing!"

Kevin P. Melbourne

Investment safeguards

Sensible investors will always do their research. It goes without saying that you must understand the risks, rewards and protections that are in place.

At Coburns, we encourage you to take your investment seriously and have a number of safeguards in place to reduce risk.



Registered on the PPSR

Your barrel is registered on the federal government managed Personal Property Securities Register.



Monitored by the ATO

Your barrel is safely stored in our ATO monitored Bond Store.



Fully insured

Your barrels are insured.



A tangible asset

You own a high demand commodity that we supply and store for you.



Fixed returns

This protects your investment against market fluctuations or economic downturn.



Guaranteed buy back

You are guaranteed to be cashed out within 3-5 years once the whisky has matured without having to find a buyer yourself.

How a fixed return of 9.25%p.a. is possible:

When you invest in a barrel, the unmatured whisky is valued at \$42-45 per litre.

Once the whisky has matured and we buy the barrel back, we pay you approximately \$65 per litre.

We have buyers for bottled product at up to double the buy back per litre price. This makes our business financially viable and allows us to offer you fixed returns.



Barrel options

When you become a barrel owner with Coburns, you can choose from these barrel sizes and compare returns.



**Single Malt
American Oak
200L Barrel**

\$9,000

9.25% p.a.
compounded return

**INVESTMENT TERM: 3-
5 YEARS BUY BACK
GUARANTEE.**

Return on investment:

Year 3 \$11,735
Year 4 \$12,821
Year 5 \$14,007

**Paid out at time of
whisky maturation as
determined by Coburns*

Flavour profile:

These ex-Bourbon casks provide sweet characters of vanilla, caramel and beautiful baking spices with back notes of fruit.



**Single Malt
American Oak
225L Barrel**

\$10,000

9.25% p.a.
compounded return

**INVESTMENT TERM: 3-
5 YEARS BUY BACK
GUARANTEE.**

Return on investment:

Year 3 \$13,039
Year 4 \$14,245
Year 5 \$15,563

**Paid out at time of
whisky maturation as
determined by Coburns*

Flavour profile:

These barrels have been seasoned with red wine providing beautiful spicy notes with raisin, citrus and creamed honey. We choose the American white oak to add vanilla, caramel and sweet background notes.



**Single Malt
American Oak
3x 200L Barrel**

\$27,000

9.5% p.a.
compounded return

**INVESTMENT TERM: 3-
5 YEARS BUY BACK
GUARANTEE.**

Return on investment:

Year 3 \$35,449
Year 4 \$38,816
Year 5 \$42,504

**Paid out at time of
whisky maturation as
determined by Coburns*

Flavour profile:

These ex-Bourbon casks provide sweet characters of vanilla, caramel and beautiful baking spices with back notes of fruit.

How to get a higher interest rate

The more barrels you purchase, the higher the compounded interest rate.

Multiple barrel purchase rates are as follows:

Buy up to \$99,000 worth of barrels = 9.25% p.a.

\$100,000 – \$199,000 worth of barrels = 9.5% p.a.

Buy over \$200,000 worth of barrels = 10.25% p.a.

Never invest in whisky without a buy back agreement in place

If you've ever invested in whisky before, it is almost certain that you had to find a buyer for your barrel when you wanted to cash out.

In most other whisky investment opportunities, the responsibility falls on the investor to locate a buyer for the barrel.

This creates a lot of uncertainty. Where will you find a buyer? How much will they pay? Will you make money in the end?

By contrast, Coburns is legally obligated to buy back the barrel at maturity. Once we have determined the whisky has matured (between 3-5 years), we buy the barrel back at purchase price plus return.

You can feel even more peace of mind that this will be honoured because the matured whisky in the barrel is very valuable to us. It is worth about double the contracted buy-back price.

- A guaranteed exit within 3 to 5 years
- No responsibility to find a buyer
- No negotiating pricing with professional buyers
- Certainty with our fixed compounding returns



About Coburns

Coburns is an end to end solution. We are not simply a go-between, connecting investors with whisky distilleries. We are involved at every step of the way - from manufacturing to buying the barrel back.

With meticulous attention and passion, we craft exceptionally high-quality whisky, while providing investors fixed, compounding returns.



Mark Coburn, Founder, Coburns Whisky

How it all began

When serial entrepreneur Mark Coburn declared to his family that he would drink 20 year old Coburns Whisky on his 70th birthday, they knew if anyone could make it happen it would be him.

By his 49th birthday, Mark knew he needed to get spirit into the barrel to meet his audacious goal. That same year he sealed the deal to set up Station Lane Distillery in the Southern Highlands of New South Wales.

Today we have over 200,000 litres of whisky spirit ageing in over 900 barrels. That's a lot of happy barrel owners.

Key milestones:

- Filling our first barrel on 28 July 2017
- Filling barrel #500 in December 2021
- Filling barrel #900 in June 2023
- Winning Best Cask Strength Whisky at the Royal Australian Spirit Awards 2022
- Winning 5 Double Gold Medals at the San Francisco World Spirit Competition 2023
- Finalist Best Australian Whisky at the San Francisco World Spirit Competition 2023



Station Lane Distillery

Coburns have built a world-class distillery at Burrawang in the Southern Highlands of New South Wales.

This is the place where craft, tradition and modernity combine to produce high-quality Single Malt Whisky.

The distillery is uniquely located on the edge of Australia's largest peat bog, 770 metres above sea level and is blessed with several natural spring water.

Our international success can be attributed to the cold nights and warm days of the Southern Highlands of New South Wales, which we believe to be the perfect conditions for ageing world class whisky.

We hold events for barrel owners at the distillery throughout the year and we hope to meet you there.



How our whisky is made

The whisky production process is lengthy and complex. At Coburns, our single malt whisky can take up to 5 years to mature. It truly is a labour of love.

Coburns whisky is entirely made in Australia and has achieved international award recognition, positioning our whisky as ultra-premium.

Our process:

New make spirit made from Australian malted barley is aged in barrels that we source from all over the world.

We store the barrels for our barrel owners, offering the peace of mind that each barrel is insured, ATO monitored and registered on the Personal Properties Securities Register.

Over time, the new make spirit matures into single malt whisky and grows in value.

Every barrel is sampled and tested. As maturation approaches, we begin to sample more regularly (every 6-12 months) until the whisky has reached the perfect flavour profile.

Once the whisky has matured, we buy your barrel of whisky back at purchase price plus return.

You have the option to keep and bottle some of the whisky for yourself at the end. We then bottle and sell the remainder.

Join us for an upcoming tasting event

Sample our whisky at a tasting event held in Australian capital cities.
Visit coburns.com.au/events for more details or contact the Barrel Master.

Award recognition for Coburns:



2023

Finalist Best Australian Whisky – SFWSC
5 x Double Gold – San Francisco World Spirits Competition
2 x Gold – San Francisco World Spirits Competition
3 x Silver – San Francisco World Spirits Competition
5 x Bronze – San Francisco World Spirits Competition



2022

Best Cask Strength Whisky – RASA
3 x Gold – Royal Australian Spirits Awards
25 x Silver – Royal Australian Spirits Awards
11 x Bronze – Royal Australian Spirits Awards

Become a Barrel Owner Today

When you become a barrel owner with Coburns, while your whisky matures so does your money. It really is that simple.

If you're looking to invest in a tangible asset with predictable returns and a low-entry cost then barrel ownership is for you.

You get to be part of bringing high-quality whisky to the world while enjoying significant returns over time.



3 Simple Steps:

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As your barrel ages, the value of your whisky appreciates

3

Cash out within 3-5 years

At maturity, we buy your barrel back at purchase price plus returns or you can roll your returns over into a new barrel and continue your investment.

**Any questions?
Contact our
Barrel Master**



Brad Maling

Barrel Master

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FAQ

What is the buy back guarantee?

We will buy your whisky back once we have determined that your barrel has reached maturation (no earlier than 3 years and no later than 5 years). We will pay out the purchase price + the compounded fixed interest rate return.

When will you buy back the barrel?

Within 3 to 5 years, once the barrel has reached maturation.

Who stores the barrel?

We store the barrels in our ATO monitored bond store. The location of the bond store will be disclosed upon purchase of your barrels. The Australian Taxation Office can conduct an audit at any point without providing notice to make sure our records are up to date and barrels are being managed and maintained properly. We cannot relocate or remove your barrel from the bond store without requesting permission from the ATO. Your barrels are insured in your name as your property and not the property of Coburns.

Are there any ongoing costs?

No

Can I try the whisky before I buy a barrel?

We hold regular tastings in capital cities across Australia. Visit our whisky tastings page for up to date event information.

How do I know that Coburns will honour the buy back?

The quick answer is that the whisky in the barrel is worth about double the buy-back price. We have wholesale opportunities to supply our spirit to international and national markets each wanting all of the whisky we can produce.

Who determines when the barrels come to maturation?

Every barrel goes through sampling and testing. When a barrel is getting closer to maturation (between 3 to 5 years) we will then test it every 6-12 months until we determine that it has reached the perfect flavour profile.

Can I keep some of my whisky?

All barrels come with a buy-back agreement attached. This allows you to keep up to half the whisky in the barrel and the distillery will buy the remainder back. For example: If you keep 10% of the matured whisky, we will buy the remaining 90% of the whisky, and pay you 90% of the buy-back amount on a pro rata basis. or If you keep 50%, we will buy the remaining 50% of the whisky and pay you 50% of the buy-back amount. Note: You do not have to keep any whisky at the end if this is just an investment for you.

FAQ

Can I continue my investment for longer?

When the whisky in your barrel reaches maturity, you can choose to reinvest your payout into new barrels and continue your investment.

How is this investment protected?

We have a number of protections in place:

- Every barrel is registered through a national register managed by the federal government called the Personal Property Securities Register
- Your barrel is stored in an ATO monitored bond store, which means we can not relocate your barrel without permission from the ATO and they can audit us at any point
- Your barrels are insured
- You get fixed, compounding returns
- Our guaranteed buy back means you will be cashed out within 3 to 5 years without having to find a buyer yourself

Is there a limit on how many barrels I can buy?

Minimum investment is a single barrel purchase. There is no limit to the number of barrels you can own.

How do I know that I'm investing in high-quality whisky?

Don't take our word for it! We've won awards from the world's most prestigious competitions, recognising Coburns as producing ultra-premium whisky.

Can I Invest in my Self Managed Super Fund (SMSF)?

Yes, around 75% of our barrels are owned by SMSFs.