



Whitneys' Whiskey
What can we do for you?

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In 2023, the whisk(e)y cask business experienced a significant surge in confidence and consumer preferences, marking a notable shift towards higher quality selections. As the year unfolded, enthusiasts and investors alike displayed increased interest in the intricate world of whiskey cask investments. This growing confidence was underpinned by a combination of factors, including a maturing market, expanding global awareness, and a deepening appreciation for the craftsmanship involved in producing premium whiskies.

Discerning consumers, recognizing the nuanced flavors derived from cask maturation, began to actively seek out and select higher quality whiskies. This trend was evident in the rising demand for aged and limited-edition releases, with aficionados placing a premium on the unique characteristics imparted by well-crafted casks. The industry responded by fostering transparency in cask sourcing and production methods, further enhancing consumer trust.

The year 2023 saw a renaissance in the whisk(e)y cask market, with a confluence of factors leading to heightened confidence and a discerning consumer base eager to savor the finest expressions of this venerable spirit.

Gertjan Klöters
Co-founder of Whitney's Whiskey LLC

SUMMARY

1. Whisk(e)y casks have become a solid choice for almost everybody
2. We don't think that Do changes in the world change your views on buying exquisite whiskey?
3. Lets walk the path together as a community
4. You can expect a lot from us this year
5. Interested in the drink, to collect or to invest?
All is possible with us!





We all know where we can buy some fine whiskey right? In a local store, a big liquor business or at a distillery we can find great whiskeys in all varieties .

I've seen a change during the last 4 years, where more and more enthusiast start to differ from the standard single malts or blended malts and find the special releases, single casks and independent bottlers more and more.

Whitney's focusses on these adventurers, enthusiasts and everyday that is looking for something new and to be a part of Whitney's adventure from Barley to bottle.



The world is changing rapidly in all different ways.

From politically, to conflict and from harmony to more and more knowledge of yourself.

Does this change the view of a good Scotch, American Whiskey or Bourbon?

There are a million opinions and ideas regarding this question which I can philosophise about with you all evening while tasting some exquisite American Whiskey.

Its my believe that everybody deserves whatever they would want to achieve or have and zooming in on Whitney' this is where we can be of assistance to you!

Together we create excellent Whiskey for everybody who wants to own a special whiskey where you were part of the maturation



The path

Always wanted to own your own cask of whiskey but you dont want any of the fuss that comes with it or end up with 200 bottles at your home?



This is how to join:

1. Open your mobile phone, laptop or PC
2. Visit our instagram and Facebook page and follow us
3. Visit our website: www.whitneyswhiskey.com
4. Create an account (this is free of charge)
5. Buy your part at Whitney's Whiskey to personally own part of our casks
6. Then the short or sometimes longer wait. Whiskey is a product of patience, but during this time your adventure doesn't stop! During maturation you will get the possibility to get samples and get the unique chance to visit your cask during VIP tours at the distilleries
7. When owning parts of a cask a certificate of ownership will be added to your account
8. All newsletters in general and specifically casks where you are a part of are sent to your e-mail address
9. At the end of the day you can pick up your bottles at the distillery itself, or the bottles will be shipped to your home.





What can you expect from us this year?

Whitney's Whiskey just lifted of as a company. Does this mean that we are new in the business? No Hurt has 13 years of experience in the whiskey and cask business to add to get this adventure going. We will work like hell to get exquisite casks for you so you'll get the best product distilleries have. This means a lot of traveling and tasting potential winners. We want to connect with distilleries and with enthusiast as yourself to create a great community of like- minded people. We will travel the internet and social media to let everybody know we are here to stay. At the end of 2024 we hope to give some awesome thanks giving and christmas specials for you to give during holiday time. A couple of live shows via teams or zoom to get to know you and for you to ask questions, be even more onvolved and get as much of our casks as possible!



