



SLIABH LIAG DISTILLERS
RECLAIMING THE DISTILLING HERITAGE OF DONEGAL

sliabhliagdistillers.com

2019

BÍGÍ LINN



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At Sliabh Liag Distillers we drive an ethos of inclusion and family, fostering a community of like-minded individuals from Donegal and further afield. Our greatest joy is seeing the generous support we have from our enthusiastic followers. To honour this, we've created Bígí Linn (pronounced be-gee linn), meaning "be with us" – the name for all those who are supporting us on our journey.

Our next step is the largest and most exciting development to date – the building of The Ardara Distillery, Ardara, Co. Donegal.

We invite you to join us on this extraordinary journey to bring whiskey distilling back home to Co. Donegal through our three new membership initiatives:

- Seanchaí Cask Members (pronounced shan-a-key)
- Ár Muintir Members (pronounced "are muun-cher")
- Teaghlach Investors (pronounced "chai lach")

If you love whiskey and want to live your connections to the heritage of the west coast of Ireland then; bígí linn.





ARDARA DISTILLERY

Ardara (Irish: Ard an Rátha, meaning “Height of the Fort” and pronounced “Ardra”), is a small Heritage Town situated on the Owentocker river as it flows into Loughrosmore Bay on the northern coast of the Sliabh Liag peninsula, Co. Donegal. Close to the beautiful Assaranca Falls and tucked between the Blue Stack mountains and a fabulous coastline, the town is famed for its tweed, knitwear, its festival welcome and fishing on the Owenea and Owentocker rivers. The town attracts visitors from across the world.

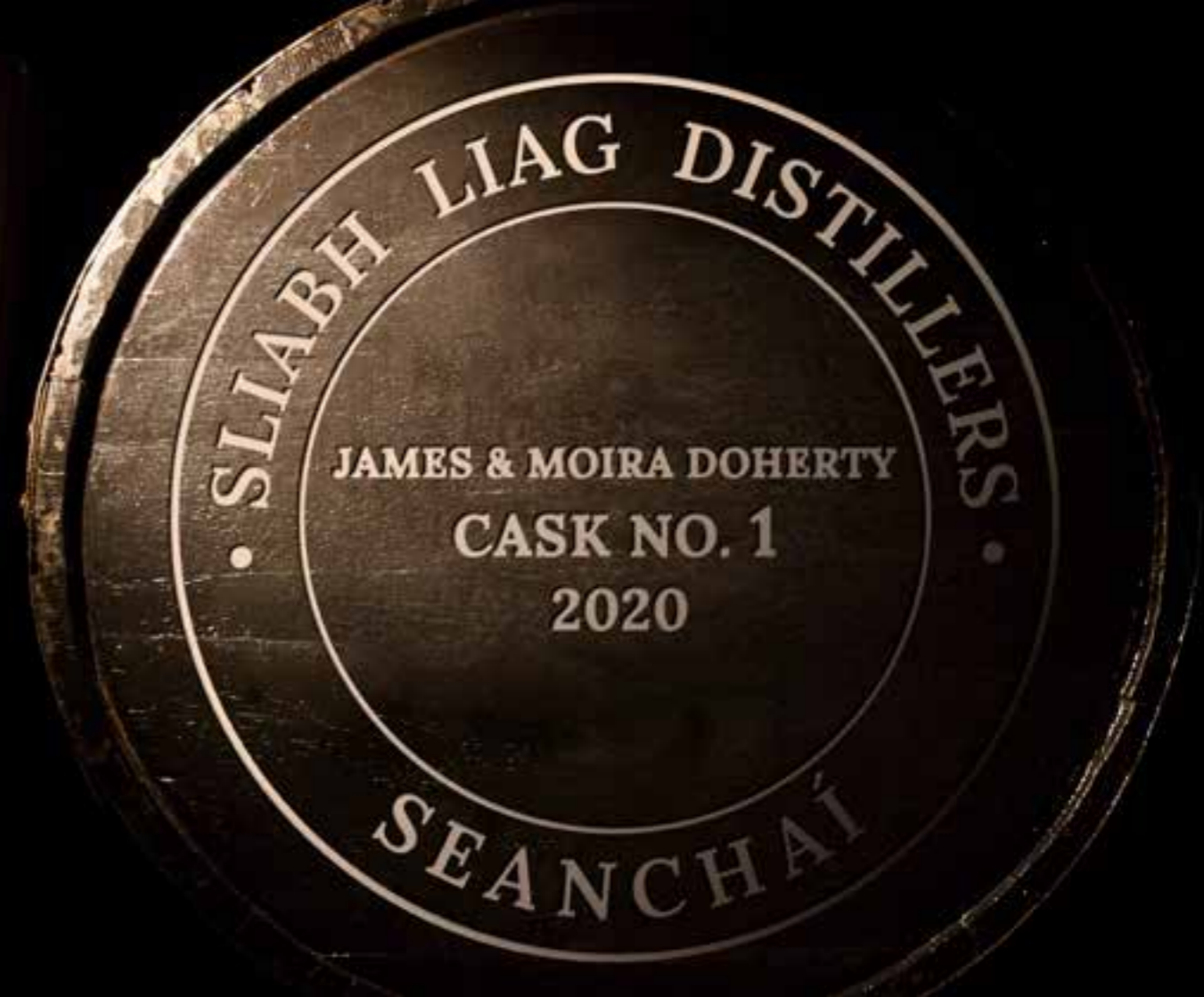
Built on the town’s Showfield, the distillery will use traditional shapes, forms and materials to blend into the heritage style of Ardara. At the heart of the distillery will be three beautiful copper whiskey stills, inspired by those at the famous Macallan distillery, and producing over 1.2 million bottles of whiskey a year.

The Ardara Distillery will make Irish whiskey in both Single Malt and iconic Pot Still variants, highly differentiated and reflecting the authentic style in which Donegal whiskey was made in the 19th century. Triple distilled, rich, smoky and peated, the whiskies share in the folk lore of the Donegal Gaeltacht and will be steeped in the often illicit distilling heritage of the Sliabh Liag peninsula.

Visitors will experience tiered levels of tours, taking them through the distillery, the distilling process, the history of whiskey and local Poitín-making and the heritage of the area. The tours will be a fascinating diversion for the 200,000 visitors who visit the peninsula every year, whilst greatly contributing to the economy of the Ardara community.

SEANCHAI

A Seanchai is the keeper of oral tradition in Donegal folklore. Taking in the stories, myths, facts and folklore they would weave them together to create tales imbued with that area's distinctiveness and true identity. In keeping with this tradition, we have created Seanchai, an exclusive cask-owning membership club, as part of the next generation of storytellers and custodians of our new whiskey distillery at Ardara.





SEANCHAÍ MEMBERSHIP

As a Seanchaí you will be a member of an exclusive club, limited to just 600 in number. Our esteemed members will include whisky aficionados and enthusiasts from around the world, along with local supporters and friends of the distillery.

As a member, you will own one of the first casks produced at the distillery, which we will lovingly take care of for five years while your whiskey matures. Samples from the cask will be sent to you on the 3rd and 5th anniversary of its filling. You are welcome to visit the distillery at any time, take further samples, enjoy personal tastings and free tours and receive exclusive offers at the distillery.

Your support of the distillery will be publicly acknowledged through certification of membership and your name will be engraved on a brass ring around the base of the intermediate copper still.

SEANCHAI CASKS

You can choose from Irish Single Malt or Irish Pot Still whiskeys, aged in either first fill bourbon or first fill sherry casks. First fill casks are used to impart greater flavour and colouring. When your cask is filled your name will be printed on the cask lid along with the cask number and you will be sent a certificate of authenticity. Come and see your own cask being filled.

Seanchai casks will be filled in the order in which membership applications are accepted. The earlier your interest; the earlier the cask and the lower the cask number. The number of Seanchai casks filled will not exceed 600 in total.

Each cask holds about 190 litres of spirit and will be filled at 63% alcohol by volume (ABV) – about 350 bottles.





Artists Impression

MATURATION

Whiskey needs to mature for at least three years before it can be called “whiskey”. We will keep your cask for five years as we feel that it is at this point that your whiskey will come into its own.

We will keep the cask at the distillery in secure barrel storage and we will insure it against loss. We will also keep an eye on it, repairing any leaks and ensuring that it is kept in the best condition possible, although your cask will lose some of its contents naturally through evaporation (about 2% per annum – the “Angels’ Share”).

You may keep your cask with us for longer than five years if you wish, but additional charges will be applied for storage and insurance at rates prevailing at the time. All we ask is that whilst your cask matures you tell the story of Sliabh Liag Distillers, as a Seanchaí.

UPON MATURATION

In five years when your cask matures you may either have it bottled (by us or another bottler in Ireland) or you may keep it with us a little longer.

When your cask is bottled, the strength may have dropped to about 60% ABV (as the Angels take more alcohol than water). You may bottle at this strength or the liquid can be cut down to 46%. We let you decide but we are always on hand for advice. The whiskey will be bottled in Sliabh Liag bottles and the Sliabh Liag Distillers labels may be personalised.

When your cask is bottled it will be removed from duty suspension and you will need to pay Irish excise duty and VAT on the bottles. If you are purchasing from abroad or wish to export the bottles then, if we have all the proper approvals, we can arrange for deliver to an Irish port of export still under duty suspension and without VAT. You will need to pay any delivery charges and import duties, excise or VAT in the country of destination.



SEANCHAI PRICES

Seanchai Cask prices include:

- Cask of New Make Whiskey at approximately 63% ABV
- Membership certificate
- Your name and cask number stencilled on the cask lid
- Certificate of cask ownership and authenticity when filled
- Your name engraved on the brass ring around the base of the intermediary still
- Secure warehouse storage under bond for 5 years including maintenance and insurance
- 100ml sample sent to you on the 3rd and 5th anniversaries of filling
- Free tours of the Distillery for the owner plus one and 50% discounts for accompanying friends and family
- Discounts of 10% on all distillery produced alcohol products in the Distillery Shop on site and 20% discount on all other products for the cask owner
- Assistance in arranging bottling and transportation
- Regular distillery updates by newsletter
- Invitations to the Distillery for Seanchai events

The prices of Seanchai casks, including membership of Seanchai, are:

Whiskey Type	Cask Type First Fill	Approx. Cask Capacity (ltr)	Ave. Number of 70cl Bottles	Cask Price
Single Malt	Ex Bourbon	190	348	€6,000.00
Single Malt	Ex Sherry	190	348	€6,300.00
Pot Still	Ex Bourbon	190	348	€6,000.00
Pot Still	Ex Sherry	190	348	€6,300.00

We hold on deposit to your account all funds received from you until your cask is filled at the distillery. When your cask is filled we will transfer the funds to the account of Sliabh Liag Distillers and we will issue you with a Certificate of Filling and Authentication.

COST OF OWNERSHIP

This table shows the likely full cost of ownership of a cask. The figures are approximate because quantities, sizes and the Angels' Share may vary.

Purchase Price of 1st Fill Bourbon Cask Single Malt 5 Year Old	€6,000.00
Cask Removal, transport to bottling, delivery within Ireland and documentation	€150.00
Bottling Charge (approx. €30.00 per case x 29 cases of 12 x 70cl)	€870.00
Irish Duty on estimated yield of 111 L.P.A @ current Alcohol Tax Rate of €42.57	€4,725.27
SUB TOTAL:	€11,745.27
Vat AT 23%	€2,701.41
TOTAL	€14,446.68
Total Estimated Cost per Bottle	€41.51
Anticipated Recommended Retail Price per Bottle of Single Cask Single Malt	€69.95



ÁR MUINTIR

In Donegal people speak of Ár Muintir meaning our people. For Sliabh Liag Distillers, Ár Muintir is a group of kindred spirits, enthusiasts from across the world with an interest in the success of Donegal and Irish spirits – those whose heritage is rooted, like ours, on the west coast of Ireland. Ár Muintir will be an integral part of Bígí Linn and rightly will savour the very best that the distillery produces as we celebrate milestones together. As one of only 2000 Ár Muintir you will have exclusive access to 1st bottlings over ten years and free tours of the distillery.





BECOMING A MEMBER OF ÁR MUINTIR

Ár Muintir is a membership reward scheme introduced to help build our distilling presence in Donegal and across the world. We want to create ambassadors for our fledgling brands and are looking for help to fund the establishment of our new whiskey distillery in Ardara.

Following the success of our An Dúlamán Gin distillery (with An Dúlamán Gin available on four continents) we're starting the journey of bringing our Donegal whiskeys to a greater audience. The next step is the final build and first distillation. Our rich smoky whiskeys, redolent of Irish pre-industrial distillation, will mature in the wild Atlantic air for at least three years, building to their signature styles in ten years. This will be an exciting journey with as many twists as there are turns in the Abhainn Socair river as it passes through the Showfield and flows into Loughros Beg bay.

We ask you, as members, to spread the word about the distillery and its liquids across the world and we want you to let us know what you think about what we produce. In return we will recognise your support in a very tangible way, providing you with the very best that the distillery produces.

There are two levels at which you can become a member of Ár Muintir - Gold and Silver.

ÁR MUINTIR GOLD BENEFITS MEMBERSHIP €990.00

On purchase of membership you will be entitled to:

- Certificate of membership
- A pair of Sliabh Liag Distillery Irish Whiskey tasting glasses
- A 70cl bottle of The Silkie Irish Whiskey
- A 50cl bottle of An Dúlamán Irish Maritime Gin
- Free tours for 12 years from date of membership for you and a guest, along with a 50% discount for accompanying friends and family up to 10 person per visit on production of your membership certificate
- A 10% discount on all alcohol-based products produced and sold at the distillery and 20% off all other purchases for 12 years from date of membership on production of your membership certificate

On commencement of whiskey production at the proposed new whiskey distillery, you will be entitled to:

- have your name engraved , with your permission, on the brass ring set around one of the whiskey stills
- a 20cl sample bottle of 1st Batch new make Single Malt Spirit
- a 20cl sample bottle of 1st Batch new make Pot Still Spirit
- entry into a once off prize draw for one 191 litre cask of whiskey (not including duty, VAT and bottling) per 500 Ár Muintir members (subject to at least 500 memberships being received and accepted)

We will also keep you updated on progress in a regular Newsletter

Following commencement of whiskey production, we will send to you exclusive Ár Muintir tastes of the distillery within:

- **1 year:**
a 70cl Bottle of our Poitín
- **3 years:**
a 70cl Bottle of 3-year-old Pot Still
- **4 years:**
a 70cl Bottle of 4-year-old Single Malt
- **5 years:**
a 70cl Bottle of 5-Year-Old Pot Still Whiskey in its evolving style
- **6 years:**
a 70cl Bottle of 6-Year-Old Single Malt Whiskey in its evolving style
- **8 years:**
a 70cl Bottle of 8-year-old Pot Still Whiskey in its signature style
- **10 years:**
a 70cl Bottle of 10-year-old Single Malt Whiskey in its signature style



ÁR MUINTIR SILVER BENEFITS MEMBERSHIP €590.00

On purchase of membership you will be entitled to:

- Certificate of membership
- A pair of Sliabh Liag Distillery Irish Whiskey tasting glasses
- A 70cl bottle of The Silkie Irish Whiskey
- A 50cl bottle of An Dúlamán Irish Maritime Gin
- Free tours for 12 years from date of membership for you and a guest, along with a 50% discount for accompanying friends and family up to 10 persons per visit on production of your membership certificate
- A 10% discount on all alcohol-based products produced and sold at the distillery and 20% off all other purchases for 12 years from date of membership on production of your membership certificate

On commencement of whiskey production at the proposed new whiskey distillery, you will be entitled to:

- entry into a once off prize draw for one 191 litre cask of whiskey (not including duty, VAT and bottling) per 500 Ár Muintir members (subject to at least 500 memberships being received and accepted)

We will also keep you updated on progress in a regular Newsletter.

Following commencement of whiskey production, we will send to you exclusive Ár Muintir tastes of the distillery within:

- 1 year:
a 70cl Bottle of Poitín
- 3 years:
a 70cl Bottle of 3-year-old Pot Still
- 4 years:
a 70cl Bottle of 4-year-old Single Malt
- 8 years:
a 70cl Bottle of Pot Still Whiskey in its signature style
- 10 years:
a 70cl Bottle of 10-Year-Old Single Malt Whiskey in its signature style





TEAGHLACH

INVESTING IN SLIABH LIAG DISTILLERS

Teaghlach is a Donegal term for family and is the name that we are giving to our investors.

We would be delighted to hear from you if you are a high net worth individual or a sophisticated investor who wishes to join us on a unique journey to place Sliabh Liag Distillers at the centre of the Irish Whiskey renaissance.

Since we were founded in 2014 the company has raised over €5m in equity. At the time of writing, our 2019/20 Share Issue to raise funds to help build the new distillery has been launched and, in the spring of 2020, we expect to have an accompanying crowdfund round.

Our investors are very much part of the family and to recognise their support their names are to be inscribed on the new stills. We will hold events for them at the distillery and, as with all Bigí Linn members, they receive the very best of everything we produce.

If you would like to invest in Sliabh Liag Distillers please email bigilinn@slabhliagdistillers.com and one of the Founders will get in contact with you directly.

QUESTIONS AND APPLICATIONS

Please feel free to contact us if you have any questions about these offers or if you would like us to send you an application form for Seanchaí, Ár Muintir or Teaghlach.

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