

CELTICA

SPECIALIST DRINKS INDUSTRY ADVISORY

FOR SELLERS OF IRISH WHISKEY ASSETS

Seller Information Pack

Maximising the Value of Irish Whiskey Assets

INTERNATIONAL IRISH WHISKEY SPECIALISTS · CORK, IRELAND
IN THE ALCOHOL TRADE SINCE 2003

Celtica is a trading name of Hamlets B & P (Cork) Limited.

Who We Are

Celtica is an independent Irish whiskey asset advisory and commercial realisation business. The business behind Celtica has operated in the alcohol trade since 2003, with experience purchasing and selling alcohol stock under bond. We act for insolvency practitioners, liquidators, receivers, banks, distilleries, bonded warehouses, investors, private cask owners and brand owners — providing independent commercial judgement and a route to realised value.

Who this pack is for

- ◆ Insolvency Practitioners
- ◆ Receivers
- ◆ Distilleries
- ◆ Investors
- ◆ Brand Owners
- ◆ Liquidators
- ◆ Banks
- ◆ Bonded Warehouses
- ◆ Private Cask Owners

Why sellers choose Celtica

- ◆ **Independent & aligned**
We act for the seller — not a distillery or a brand — so our advice and our efforts are aligned with maximising your outcome.
- ◆ **Specialist judgement**
Irish whiskey is a specialist asset. We understand what drives value across casks, bulk and finished stock, and how to position it.
- ◆ **International reach**
An established network of buyers across distilleries, bottlers, distributors, duty free, monopolies and international markets.
- ◆ **Discretion**
Sensitive and distressed sales are handled in strict commercial confidence, protecting value and the position of all parties.

A Confidential Sales Process

Every assignment follows a clear, confidential process designed to protect value at each stage and match the right stock to the right buyer at the right time.

01 **Initial Discussion**

02 **Confidential Review**

03 **Asset Valuation**

04 **Sales Strategy**

05 **Buyer Identification**

06 **Negotiation**

07 **Completion**

08 **Settlement**

From Valuation to Settlement

◆ **Commercial assessments**

Independent, commercially grounded assessments of likely market realisation, reflecting volume, spirit type, age and ABV, cask type and condition, bond location and realistic routes to market — not headline ‘investment’ figures. Celtica provides transaction-led commercial assessments of likely market realisation; we do not currently provide standalone formal valuations for lending, audit or other third-party reliance.

◆ **Commercial realisation**

We convert casks, bulk and finished stock into realised value, structuring the transaction to achieve the best outcome rather than a single forced disposal.

◆ **International buyer network**

Access to buyers across distilleries, independent bottlers, distributors, retail groups, duty free operators, government monopolies and international markets.

◆ **Routes to market**

Trade sale, bulk sale, private-label conversion or placement with international buyers — we identify the route that maximises value for your specific stock.

◆ **Transaction management**

We manage the commercial, operational and logistical detail through a single point of contact, including bonded transfers and export coordination.

◆ **How we maximise value**

By matching the right parcel of stock to the right buyer at the right time, maintaining confidentiality, and running a competitive, well-informed process.

Information We Require

To scope an assignment and provide an initial view, we typically ask for the following. All information is treated in strict commercial confidence, and we are happy to work under a mutual non-disclosure agreement.

◆ **Stock schedule**

A list of casks, bulk or bottled stock — volumes, spirit type and quantities.

◆ **Age & distillation**

Distillation dates or age, and distillery/provenance where known.

◆ **Strength & fills**

ABV / strength, cask types and fill history where available.

◆ **Bond & location**

Bonded warehouse location(s) and current duty status.

◆ **Documentation**

Delivery orders, warehouse records or title documentation.

◆ **Objectives & timing**

Your commercial objectives, any timing constraints and confidentiality requirements.

We can begin with a high-level discussion before any documentation changes hands. Nothing is shared with the market without your instruction.

NEXT STEP

Arrange a confidential discussion.

If you hold Irish whiskey assets to sell — casks, bulk, bottled stock or a brand — we would welcome a confidential, no-obligation conversation about how to maximise their value.

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All enquiries are handled in strict commercial confidence.

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COMMERCIALLY CONFIDENTIAL

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