

Funding Proposal

The New Name in
Single Malt
Scotch Whisky

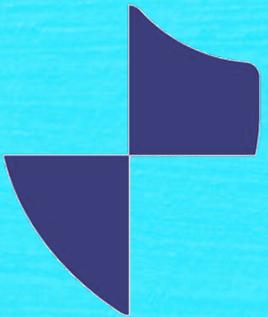
Prepared and Presented by:

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Robbie Burns
Whisky Co.

Attainable & Luxury
Traditional & Modern
Premium & Sustainable

Robbie Burns Whisky is a premium scotch whisky challenger brand. The company is dedicated to producing limited-release whiskies, that seamlessly blend heritage, innovation, and luxury. Each bottle is crafted with meticulous care, using traditional Scottish methods and locally sourced, sustainable ingredients. The brand targets the discerning and affluent Asia-Pacific market, offering an unparalleled sensory experience that begins with luxurious unboxing and culminates in the exceptional taste of the whisky. With a commitment to excellence and environmental responsibility, Robbie Burns Whisky stands as a testament to the timeless art of whisky-making

APAC Scotch Whisky Market

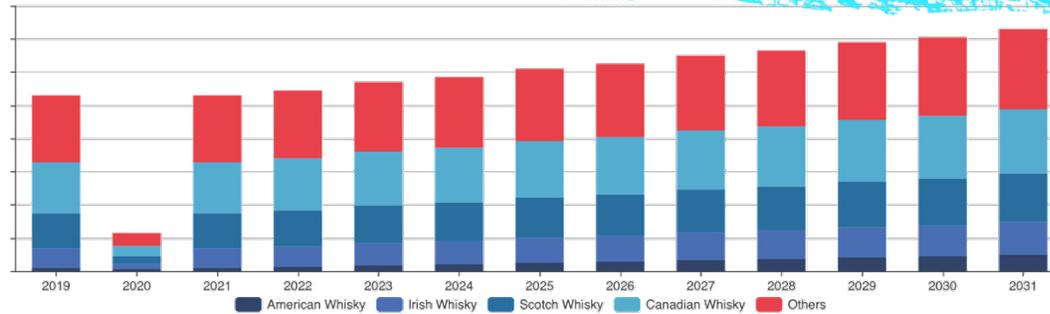
Revenue: Approximately USD 29.93 billion in 2023. **Volume:** Expected to reach around 3.9 billion litres by 2025. Approximately 190 million consumers of whiskies in 2022.

leading brands in the Asia-Pacific
Johnnie Walker (Diageo) **Chivas Regal** (Pernod Ricard) **Glenfiddich** (William Grant & Sons) **The Macallan** (Edrington) **Ballantine's** (Pernod Ricard)

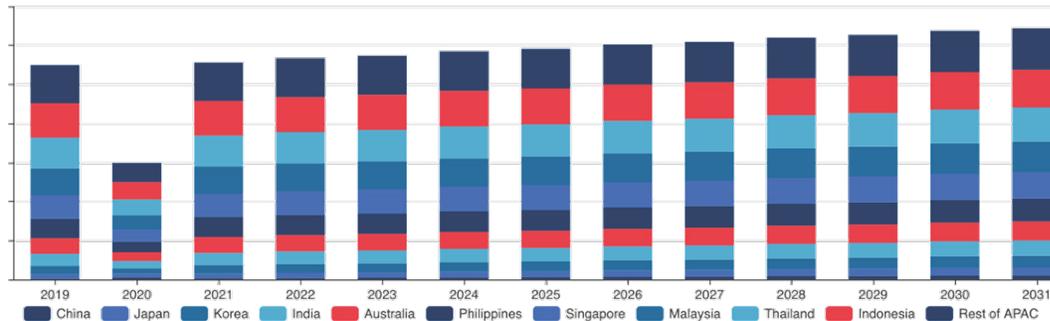
These brands are well-known and have a strong presence in the market, but they are all faceless global scotch whiskies. There is no connection, no romance, no innovation, they are something grandad drinks. We need a heritage yet innovative whisky for the new generation of Asian Scotch Whisky Drinkers



Asia Pacific Whisky Market Share (%) by Type in 2019-2031



Asia Pacific Whisky Market Share (%) by Country (2019-2031)



Demand for premium scotch whisky is prominent and growing across APAC

Legendary Heritage: Scotch whisky, a drink steeped in legend, is exclusively made in Scotland under ancient, time-honoured rules that have been preserved for centuries. This adherence to tradition adds to its mystique and allure.

Aged Perfection: Each batch of scotch is aged to perfection, developing unique and complex flavours that can't be replicated. The long, patient ageing process ensures that every bottle captures a moment in time, making it a true testament to craftsmanship.

Irreplaceable Rarity: Once a batch is gone, it's gone forever. There's no going back in time to create more, making each limited release a rare and precious experience. The fleeting nature of each batch adds to its allure and exclusivity.



Robbie Burns
Whisky Co.

What do we do

We make limited-edition aged scotch whisky for sale in the lucrative Asia Pacific market

Our USPs

limited batch of up-to 8 casks (2,000 bottles) Numbered and authenticated for the collector's market

A name synonymous with the poetry and artistry of Scotland

Our values

- Scottish heritage
- Sustainability
- Innovation
- Robbie romance



Leverage our relationships with distilleries, producing limited-release cask collections from all six Scotch whisky regions, with bottling operations based in Annandale, Dumfries and Galloway.

This initiative will feature future releases from The Highlands, Campbeltown, Islay, Speyside, and the Islands, highlighting the diverse character and craftsmanship of Scotch whisky, aligning with our brand values of flexibility, heritage, and sustainability.

<p>ISLANDS</p> <ul style="list-style-type: none"> Abhainn Dearg (Lewis) Arran (both Lochranza and Lagg) Highland Park (Orkney) Jura (Isle of Jura) Raasay (Isle of Raasay) Scapa (Orkney) Talisker (Skye) Tobermory (Mull) 	<p>SPEYSIDE</p> <ul style="list-style-type: none"> Aberlour Allta-Bhainne Ardmore Aultmore Balblair Balvenie Benriach Benromach Braeval Cardhu Craigellachie Cragganmore Dailuaine Dalmonach Dufftown Glen Grant Glen Keith Glen Moray Glen Spey Glen Turner Glenallachie Glenfarclas Glenfiddich Glenrothes Imperial - Gleann Iseal Inchgower Knockando Knockdhu Longmorn Macallan Mannochmore Miltoduff Mortlach Pittyvaich Speyburn Speyside Strathisla Tamduh Tannavulin Tomatin Tomintoul
<p>ISLAY</p> <ul style="list-style-type: none"> Ardbeg Ardnahoe Bruichladdich Bunnahabhain Caol Ila Kilchoman Lagavulin Laphroaig Port Charlotte 	<p>HIGHLANDS</p> <ul style="list-style-type: none"> Aberfeldy AnCnoc Arran Auchentoshan Ballechin Balmenach Ben Nevis Blair Athol Brora Clynelish Dalmore Dalwhinnie Fettercairn Glen Garioch Glen Cadam Glendronach Glenlossaugh Glenroarie Glenmorangie Glenturret Highland Park Loch Lomond Oban Old Pulteney Royal Brackla Talisker Teaninich The Singleton Tullibardine Wolfburn
<p>CAMPBELLTOWN</p> <ul style="list-style-type: none"> Glen Scotia Kilkerran (Glengyle) Springbank 	<p>LOWLANDS</p> <ul style="list-style-type: none"> Ailsa Bay Annandale Bladnoch Borders Clydeside Eden Mill Glenkinchie Kingsbarns Lindores Abbey Rosebank Strathearn



Our Product

Distillery From our selected partners

Bottle

Liquid

Aged at least 10 yrs

Box

Premium, heavy stock, cut-out to display bottle. Metallic detailing

Outer case

Reinforced, lined with information + Hologram

Certificate

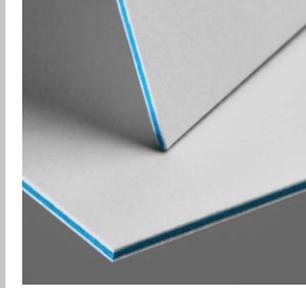
Postcard sized. Heavy stock. Inserted into box

Hologram

Links to video of the distillery, distiller, and the cask

Loyalty Card

Burnsian membership entitles discounts and referral bonus



Robbie Burns Whisky is not only about the exceptional taste and quality of the whisky itself, but also about the luxurious experience that begins the moment it arrives, continues with the exquisite unboxing, and culminates in the delightful flavours that linger on the palate.

Leadership Team



Dan Hills: Founder and Director with over two decades of experience in media, advertising, and marketing.



Robert "Robbie" Burns: Brand owner, providing a unique cultural and historical connection to Scotland's national bard.

Dan and Robert "Robbie" Burns stand as the driving forces behind the Robbie Burns Trading Company, each contributing their distinct expertise and passion. Together, they create a powerful team, blending strategic marketing insight with strong financial backing and operational acumen. With over two decades in the advertising industry in the UK and Australia, Dan has made a significant impact, combining visionary creativity with sharp analytical thinking. His exceptional ability to generate innovative ideas while navigating technical and logistical complexities has

consistently delivered impactful campaigns, resonating deeply with target audiences and driving remarkable results for his clients. Now, drawing from his extensive experience and unwavering love for Scotch whisky, Dan has embarked on an exciting new journey, poised to make a meaningful mark in the industry. Driven by a profound personal passion for the art of Scotch whisky production, Dan is dedicated to discovering and curating whiskies that epitomize the craftsmanship, sharing his love for genuine Scotch with those who value the intricacies and richness that only patiently matured spirits can offer. Meanwhile, Robbie,

an accomplished entrepreneur and sales consultant based in Melbourne, Victoria, Australia, brings a wealth of expertise in finance and operations, ensuring the company's endeavors are established on a solid footing of financial stability and strategic implementation. Robbie's career trajectory reflects his strategic insight, leadership abilities, and deep understanding of international business dynamics. His background as a broker for China advertising and FinTech demonstrates a sharp understanding of contemporary business leadership, showcasing his remarkable grasp of modern business practices. With fifteen years of

experience working in Europe and the APAC region, especially in China, Dan has gained invaluable insights into global markets, cross-cultural leadership, and the power of cultivating international connections. Dan and Robbie's combined expertise brings together forward-thinking guidance and practical approaches, nurturing an organizational culture that prioritizes creativity, outcomes, and a worldwide outlook. The establishment of The Robbie Burns Trading Company is a testament to their wealth of professional knowledge and their shared dedication to achieving greatness.

Marketing Vision

Barbour: Premium Outdoor
Range Rover: Practical Luxury
Le Creuset: Quality Kitchen
Ercol: Classic Living

Just as these iconic brands are synonymous with luxury in their respective domains, Robbie Burns Whisky stands as the epitome of household luxury in the world of premium spirits. It's a brand our new-age whisky drinkers (30-50) will grow with and become part of the fabric of "home".



Robbie Burns:
Single Malt Scotch Whisky

Strategic Vision

To launch and sell 16 casks (4,000 bottles) across Australia, New Zealand, Japan, South Korea, Singapore, Vietnam and India in 2025

To expand throughout Asia with single malt to 64 Casks (16,000 bottles) in 2026

To launch a blended scotch at a lower price point in 2026

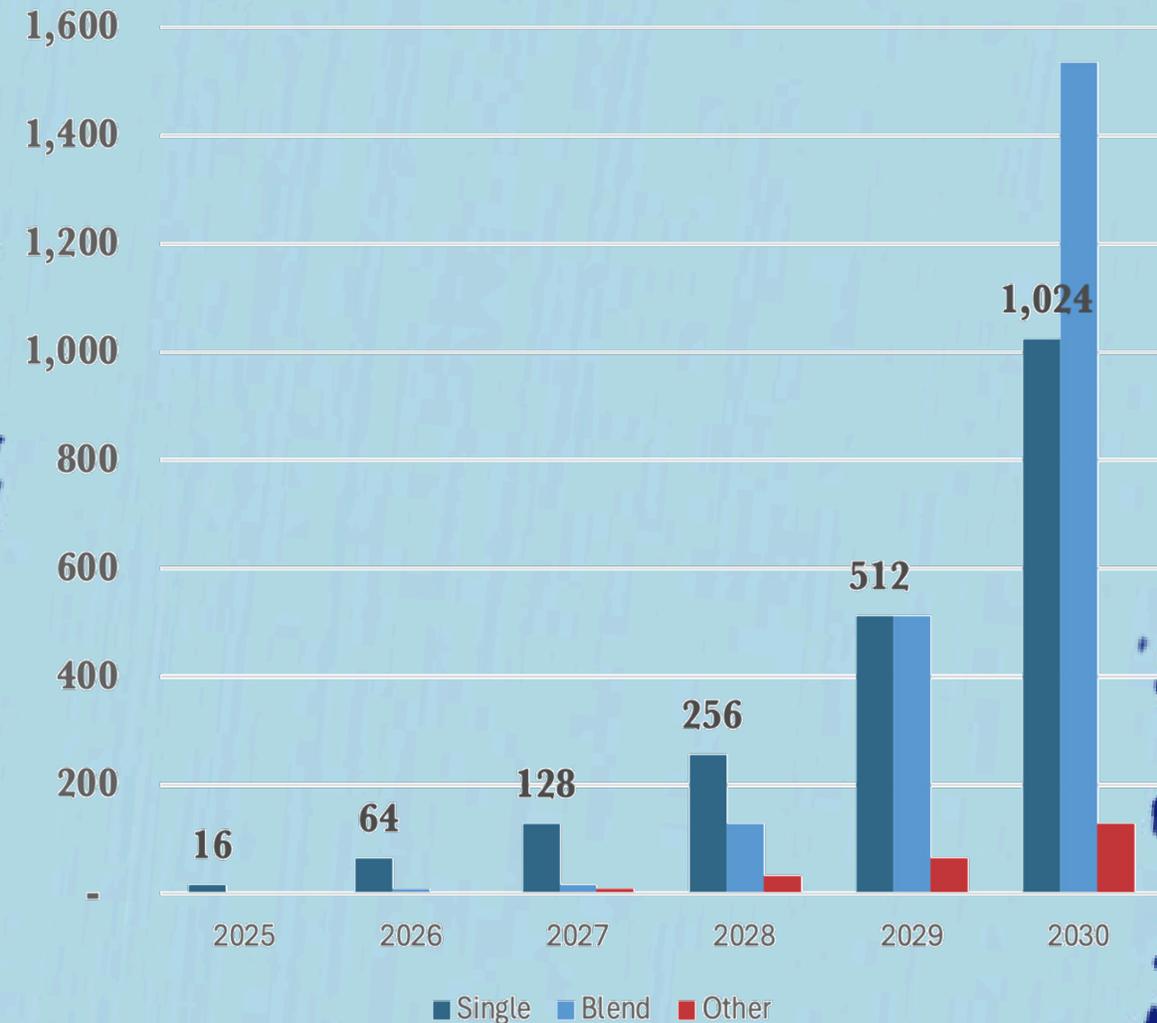
To expand into Europe (UK, Germany, France + Italy) + North America in 2027

To launch other spirits such as Rum and Vodka – 2027

To sell the RBWC to a holding co. by 2030



Cask sales growth over 5 years



Financials

Robbie Burns Whisky proudly offers our premium scotch whisky at a global recommended retail price of **£245 (\$300 USD)**. As a direct-to-consumer (**D2C**) brand, we eliminate the middleman, ensuring the highest quality and value for our customers. At launch, even at our worst, we anticipate a gross profit of **£15,800**, with bottles selling at **£150** each. Looking ahead to the end of 2025, we project a gross profit of **£230,000** by selling our **8-cask target**, with an average retail price of **£200** per bottle.

	Net Sales Value			
Sales value	£ 150	£ 165	£ 180	£ 200
Revenue	39,000	42,900	46,800	52,000
Cost	£ 23,130	£ 23,130	£ 23,130	£ 23,130
Balance	15,870	19,770	23,670	28,870

Balance	Net Sales Value			
<i>Run 1</i>	£ 15,870	£ 19,770	£ 23,670	£ 28,870
<i>Run 2</i>	£ 31,740	£ 39,540	£ 47,340	£ 57,740
<i>Run 3</i>	£ 47,610	£ 59,310	£ 71,010	£ 86,610
<i>Run 4</i>	£ 63,480	£ 79,080	£ 94,680	£ 115,480
<i>Run 5</i>	£ 79,350	£ 98,850	£ 118,350	£ 144,350
<i>Run 6</i>	£ 95,220	£ 118,620	£ 142,020	£ 173,220
<i>Run 7</i>	£ 111,090	£ 138,390	£ 165,690	£ 202,090
<i>Run 8</i>	£ 126,960	£ 158,160	£ 189,360	£ 230,960

<i>Year 1</i>	£ 126,960	£ 158,160	£ 189,360	£ 230,960
<i>Year 2 * 4</i>	£ 507,840	£ 632,640	£ 757,440	£ 923,840
<i>Year 3 * 2</i>	£ 1,015,680	£ 1,265,280	£ 1,514,880	£ 1,847,680

To support our ambitious growth and innovation, we are offering a 5% equity share for an investment of **£50,000**. Additionally, we are open to considering Seed Enterprise Investment Scheme (SEIS) options, providing potential tax relief benefits for investors. Join us in our journey to bring the finest scotch whisky, steeped in heritage and crafted with passion, to discerning consumers worldwide.

Through 2026, we are looking to expand our offering across more markets and introduce a blended scotch whisky product. In 2027, we will be entering into lateral spirit markets such as Vodka and Rum, further diversifying our portfolio and bringing our commitment to quality and craftsmanship to new categories of spirits.

Thank you

Dan Hills

Founder | Director

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www.BardofScotch.com

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