

Funding Proposal

DAN HILLS

FOUNDER | DIRECTOR



Robbie Burns
Whisky Co.



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Welcome to the Robbie Burns Whisky Company Pitch

Thank you for taking the time to consider investing in the Robbie Burns Whisky Company. In this pitch, we'll present you with our Big Idea, explaining the unique concept behind our brand and product offerings. We'll discuss the specific problems we are addressing in the premium whisky market and outline our vision for the future. We'll also walk you through our comprehensive business plan, detailing the steps we will take to achieve our goals, from market analysis and product differentiation to marketing strategies and financial projections.

We believe that by the end of this document, you'll see the immense potential the Robbie Burns Whisky Company holds and the exciting opportunity for growth and success that lies ahead. Let's dive in and explore how we can revolutionize the premium Scotch whisky market together.

The Big Idea

Introducing Robbie Burns Whisky Company: A limited-edition, authentically Scottish whisky brand that merges tradition with innovation. With each bottle hand-crafted from 8 exclusive casks, our finite releases of only 2,000 bottles ensure rarity and allure that collectors crave. Packaged in luxurious display boxes with certificates of authenticity, we offer an unrivaled value-for-money experience at \$300 USD per bottle. Capitalizing on the global revival of whisky culture, especially within the burgeoning markets of the APAC region, we leverage the timeless legacy of Scotland's national bard, Robert Burns, to create a brand that elevates Scotch whisky into an art form, appealing to both seasoned connoisseurs and new enthusiasts alike."

This Big Idea should resonate with venture capitalists by highlighting:

Limited Edition & Rarity: Emphasize the finite nature of your bottles, enhancing desirability and value.

Authenticity & Heritage: Draw attention to the cultural and historical significance of Robert Burns.

Exceptional Packaging: Showcase the premium unboxing experience and certificate of authenticity.

Value for Money: Underscore the competitive advantage in pricing compared to other premium aged whiskies.

Market Opportunity: Highlight the growth potential within the premium spirits market, particularly in the APAC region.

The Problem:

Lack of Authenticity in Premium Spirits: Many premium whiskies on the market lack a meaningful connection to their heritage, leaving enthusiasts yearning for an authentic, culturally rich experience.

Inconsistency in Limited Edition Quality: Whisky collectors often struggle with the inconsistency in quality across different batches and editions from many distilleries.

Packaging and Presentation: There is a noticeable lack of premium presentation in the packaging of many high-end whiskies, detracting from the overall experience.

Overpriced Options: High-quality aged whiskies from large distilleries often come with a prohibitive price tag, making them inaccessible to a broader audience.

Our Solution:

Authentic Scottish Heritage: By integrating Robert Burns' legacy, we provide an unparalleled connection to Scottish culture and history, creating an emotionally rich and genuine experience.

Finite and Consistent Quality: Our limited release of 2,000 bottles from 8 specific casks ensures both exclusivity and consistency, guaranteeing high quality and rarity in every bottle.

Premium Unboxing Experience: Each bottle is encased in a luxurious display box with a secure outer carton and comes with a certificate of authenticity, offering a memorable and elevated unboxing experience.

Value for Money: Priced at \$300 USD per bottle, Robbie Burns Whisky delivers exceptional value by combining rarity, premium packaging, and authentic craftsmanship, making it accessible to a broader audience without compromising on quality.

Our Vision:

"To craft the finest limited-edition Scotches that capture the essence of Scotland's heritage and poetry, delivering exclusive, high-quality experiences in every bottle. We seek to lead the premium whisky market by consistently offering unrivaled authenticity, consistency, and value, while honoring the legacy of Robert Burns and delighting collectors and connoisseurs around the globe."

Why VCs Should Invest:

Untapped Market Potential: With the growing demand for premium and authentic whisky experiences, especially in the APAC region, we are poised to capture a significant market share.

Unique Value Proposition: Our combination of limited-edition releases, premium packaging, and certificates of authenticity sets us apart from competitors and appeals to both collectors and enthusiasts.

Strong Brand Story: The connection to Robert Burns and the rich Scottish heritage provides a compelling narrative that resonates with consumers and enhances brand loyalty.

Scalability and Growth: Leveraging modern marketing techniques and direct-to-consumer sales channels, we can efficiently reach a global audience and scale our operations.

Experienced Leadership: With a seasoned team led by Dan Hills, we have the expertise and vision to drive the brand's success and navigate the competitive landscape.

The Business Plan

Executive Summary

The Robbie Burns Whisky Company is dedicated to producing premium limited-edition Scotch whiskies that celebrate the legacy of Scotland's national bard, Robert Burns. By combining authentic craftsmanship, exclusive releases, and modern marketing strategies, we aim to capture a significant share of the global premium whisky market, particularly in the rapidly growing APAC region.

Company Description

Our Vision: To craft the finest limited-edition Scotches that capture the essence of Scotland's heritage and poetry, delivering exclusive, high-quality experiences in every bottle. **Our Mission:** To celebrate and preserve the rich legacy of Scotland's national bard, Robert Burns, through the artistry of whisky-making. We aim to offer a unique experience rooted in Scottish heritage while incorporating modern techniques to enhance the quality of our products.

Market Analysis

Global Market Size: The premium spirits market is projected to reach **USD 518.17 billion** by 2033, with significant growth in the whisky segment.

APAC Region: Rapid growth in demand for premium Scotch whisky, with approximately **USD 1,872.48 million** by 2031.

High Net Worth Individuals: Substantial customer base in key markets, including China, Japan, South Korea, Australia, New Zealand, Malaysia, Indonesia, Vietnam, and India.

Country	\$1-1M - HNW Individuals (000)	\$10M+ UHNW Individuals (000)	Total Market Annual Liters Whisky Consumption per head	Premium Volume Ratio	Sweat Spot	Insight
Australia	100	15.3	1.30	130.00		Solid Whisky consumption, with 1.2M Australians claiming 1,2 or 3rd Gen Scottish Heritage
China	5,500	98.6	0.10	550.00		Highly niche - needs ultra targeted marketing
India	740	13.3	5.70	4,218.0		High propensity to purchase expensive scotch, and a good volume consumed
Indonesia	154	1.5	0.33	50.8		Mid-purchase propensity, buy higher volume consumption
Japan	3	21.6	0.97	2.5		Highly niche - needs ultra targeted marketing
Malaysia	44	7.5	0.06	2.6		Low purchase intent, and low volume consumption
New Zealand	156	2.6	1.71	266.8		High propensity to purchase expensive scotch, with 1.5M claiming Scottish Heritage
Singapore	526	4.0	2.00	1,052.0		High purchase propensity, and moderate consumption
South Korea	244	7.3	2.30	561.2		Mid-purchase propensity, with a lower volume consumed
Vietnam	37	7.5	0.04	1.5		Low purchase intent, and low volume consumption

Figure 1 Premium Scotch Whisky - Propensity to purchase amongst HNW audiences

Leveraging extensive market data from various sources such as census records, United Nations databases, and advanced marketing tools, I have meticulously plotted the premium whisky landscape across the Asia-Pacific (APAC) region. Through rigorous analysis, we have substantiated the demand for a \$300 USD bottle of premium limited edition Robbie Burns Scotch. However, given our limited production run of 4,000 bottles for 2025, our presence is relatively minuscule within the broader premium Scotch market across our identified markets.

For instance, should we concentrate solely on New Zealand, there exists sufficient demand to distribute all 4,000 bottles within that market alone. This insight underscores the potential of a highly data-driven media planning approach, allowing us to strategically target the most opportune segments across key markets. Consequently, we can confidently anticipate selling the initial allocation of 8 casks with ease.

With this foundation, we can subsequently develop comprehensive marketing communication strategies that are predicated on actual market performance, evaluating conversions and conversion rates relative to media spend per market. This approach will ensure that our efforts are not only efficient but also highly effective in capturing the interest and engagement of our target audience.

Core Differentiators:

Limited Release: Each blend is limited to only 2,000 bottles from 8 specific casks, ensuring rarity and exclusivity.

Certificate of Authenticity: Each bottle comes with a certificate detailing its number and cask, along with a hologram and signature to guarantee authenticity.

Luxury Packaging: Bottles are packaged in exquisite display boxes with sealed outer cartons for an enhanced unboxing experience.

Value for Money: Priced at \$300 USD per bottle, offering significant value compared to other aged whisky

Marketing and Sales Strategy

Storytelling: Leveraging the legacy of Robert Burns to create a compelling brand narrative.

Digital Marketing: Utilizing modern marketing techniques, social media, and direct-to-consumer sales channels to reach a global audience.

Collaborations and Partnerships: Forming strategic partnerships with influencers, bartenders, and industry events to enhance brand visibility.

Customer Loyalty Programs: Implementing programs to reward loyal customers and encourage repeat purchases.

Operations Plan

Production: Partnering with established distilleries for production while maintaining strict quality control measures.

Distribution: Utilizing a hybrid distribution model involving direct-to-consumer sales and partnerships with premium retailers.

Sustainability: Incorporating sustainable practices in production and packaging to align with consumer preferences.

Innovation: A better way for scotch whisky from grain to glass

Management Team

1. **Dan Hills:** Founder and Director with over two decades of experience in media, advertising, and marketing.
2. **Robert "Robbie" Burns:** Brand owner, providing a unique cultural and historical connection to Scotland's national bard.

Required Funding

We seek a relatively modest launch investment of **£50,000 (approximately \$100,000 AUD)**. In exchange for this investment, we are offering a **5% equity stake** in the Robbie Burns Whisky Company. This terms the company's valuation at **£1 million GBP**, which we believe aptly reflects the brand's unique proposition and potential for growth.

Justification for Valuation

Our valuation is grounded in several key factors that highlight the company's promise and differentiation:

Exclusive and Limited Edition Releases: With a production cap of just 2,000 bottles per blend, derived from eight specific casks, our products ensure rarity and exclusivity that resonate strongly with collectors and premium whisky enthusiasts.

Authenticity and Heritage: The association with Robert Burns' legacy adds an unparalleled depth of heritage and cultural richness, setting us apart from competitors and establishing a compelling brand story.

Quality and Consistency: Our commitment to exceptional quality control guarantees consistency across batches, ensuring that every bottle meets the highest standards and appeals to discerning consumers.

Luxurious Packaging and Presentation: Each bottle, accompanied by a certificate of authenticity, is packaged in a premium display box and a sealed outer carton, delivering a high-end unboxing experience that enhances perceived value.

Competitive Pricing: At a price point of \$300 USD per bottle, we offer significant value for money compared to other aged whiskies from established distilleries, making our product both accessible and desirable.

Financial Returns

In 2025, particularly for the initial production run, costs are expected to be high. However, these will diminish with experience, leading to enhanced profitability. For example, the first cask is projected to cost £10,000, and packaging is estimated at £10 per unit. Drawing on past experience, a £25 CPA for marketing per bottle is a conservative estimate, and notable efficiencies are anticipated in this area. Overall, while the current per unit cost stands at £88.96, our strategic efforts will drive these costs down over time.

	Gross Cost	Bottles	Per Unit
Total	£ 23,130	260	£ 88.96
Liquid	£ 10,000	260	£38.46
Bottle	£ 390	260	£ 1.50
Label	£ 260	260	£ 1.00
Packaging	£ 2,600	260	£10.00
hologram	£ 260	260	£ 1.00
Postage	£ 2,600	260	£10.00
Bottling	£ 520	260	£ 2.00
Marketing	£ 6,500	260	£25.00

Figure 2: Top-line costs per product

The target sales price is \$300 USD, or £245 GBP. According to our forecast, even with an achievable average price of £150 per bottle, we can still generate a significant profit. At this price point, we anticipate a pre-tax profit of £15,870 per cask. Additionally, with an average price of £200 per bottle, we project a pre-tax profit of £28,870 per cask.

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

Figure 3: Estimated Pre-Tax Gross Profit per Cask

The target sales price is \$300 USD, or £245 GBP. According to our forecast, even with an achievable average price of £150 per bottle, we can still generate a significant profit. At this price point, we anticipate a pre-tax profit of £15,870 per cask. Additionally, with an average price of £200 per bottle, we project a pre-tax profit of £28,870 per cask.

Balance	Net Sales Value							
Run 1	£	15,870	£	19,770	£	23,670	£	28,870
Run 2	£	31,740	£	39,540	£	47,340	£	57,740
Run 3	£	47,610	£	59,310	£	71,010	£	86,610
Run 4	£	63,480	£	79,080	£	94,680	£	115,480
Run 5	£	79,350	£	98,850	£	118,350	£	144,350
Run 6	£	95,220	£	118,620	£	142,020	£	173,220
Run 7	£	111,090	£	138,390	£	165,690	£	202,090
Run 8	£	126,960	£	158,160	£	189,360	£	230,960
Year 1	£	126,960	£	158,160	£	189,360	£	230,960
Year 2 * 4	£	507,840	£	632,640	£	757,440	£	923,840
Year 3 * 2	£	1,015,680	£	1,265,280	£	1,514,880	£	1,847,680

Figure 4: Forecasts over year one, two and three

Extrapolating this over the eight-cask target for the first year, we anticipate a pre-tax profit ranging from £125,000 to £230,960, based on a £200 per bottle price point. This projection is highly achievable, grounded in our comprehensive research and market analysis... and we conservatively estimate we quadruple our volume in year two (and I anticipate a significantly higher volume than 32 casks). I have estimated, that we double this number in year three to 64 casks. However, I have plans to launch additional products such as blended scotch, therefore these numbers can't be forecasted with any more accuracy at this stage.

Dividends per 5%								
Year 1	£	3,174	£	3,954	£	4,734	£	5,774
Year 2 * 4	£	12,696	£	15,816	£	18,936	£	23,096
Year 3 * 2	£	25,392	£	31,632	£	37,872	£	46,192

Figure 5: Dividend return based on 5% Equity share

Based on a 5% equity share for the £50,000 investment, if we achieve an average sales value of £165 per bottle, a dividend of £50,402 will be returned after 3 years. This dividend pool is based

on allocating 50% of the gross profit, with the remaining 50% being reinvested into marketing, design, expenses, stationery, infrastructure, travel, wages, and other costs. This projection considers inflated costs and low cost per product sales, making it easily achievable. You can expect to break even on your investment in under 36 months, after which you will start earning pure profit.

Investment Benefits

Investing in the Robbie Burns Whisky Company promises:

Significant Market Opportunity: The premium whisky market is projected for robust growth, especially in the APAC region, positioning us to capture a substantial market share.

Strong Brand Potential: The rich heritage and unique story of Robert Burns imbue our brand with a distinctive identity that can foster strong consumer loyalty.

Scalability: With a focused marketing strategy leveraging digital channels and direct-to-consumer sales, we are well-equipped to scale efficiently and reach a global audience.

Experienced Leadership: Managed by Dan Hills, our founder and director with extensive marketing and advertising experience, the company is led by a team capable of executing our vision with precision and innovation.

With an investment of **£50,000**, venture capitalists have the opportunity to support a brand that seamlessly blends tradition with modernity, offering distinct advantages in a rapidly growing market. The 5% share reflects the immense potential for growth and profitability, underpinned by a well-crafted business strategy and a deeply compelling brand narrative.

Thank you for taking the time to consider investing in our vision. I wholeheartedly believe that, together, we can transform this idea into a groundbreaking success. Your expertise and support are instrumental in helping us reach new heights and unleash the full potential of our venture.

I'm genuinely excited about the possibilities that lie ahead and look forward to collaborating with you. If you have any questions or would like to explore this opportunity further, please don't hesitate to reach out to me on my mobile or via email at dan@robbieburns.com.

For the latest updates and developments, be sure to keep an eye on www.Bardofscotch.com. Let's make history together!

Appendices



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Market Research Data: Supporting data and analysis.

Detailed Financial Projections: Including profit and loss statements, cash flow analysis, and balance sheets.

Value Proposition

"Celebrate the legacy of Scotland's national bard with every sip of Robbie Burns Whisky. Our handcrafted blends, inspired by the passion and poetry of Robert Burns, offer a unique experience rooted in Scottish heritage. Savor the rich flavors and traditions passed down through generations, while enjoying modern, innovative techniques that enhance every bottle. Robbie Burns Whisky - where history meets craftsmanship in every glass."

Company Purpose

"To celebrate and preserve the rich legacy of Scotland's national bard, Robert Burns, through the artistry of whisky-making. We craft limited edition single malts using the finest Scottish ingredients, bringing the true spirit of our land into every glass."

Target Audience Pain Points

1. **Quality and Authenticity Concerns:** Whisky enthusiasts often worry about authenticity and ingredient quality. They desire a product that genuinely reflects Scottish heritage and Robert Burns' legacy.
2. **Limited Edition Availability:** Collectors and connoisseurs are frustrated by the limited availability of special edition whiskies, leading to fear of missing out (FOMO).
3. **Modern Relevance:** Traditional brands sometimes struggle to appeal to younger, contemporary audiences while maintaining their established reputation.
4. **Consistency in Taste:** Customers demand consistency in flavour and quality across different batches and editions.
5. **Expensive Pricing:** Premium whiskies often come with a hefty price tag, making them less accessible to a broader audience.

Solutions to Pain Points

1. **Commitment to Quality and Heritage:** They emphasize using the finest Scottish ingredients and adhering to traditional whisky-making methods, which assures customers of product authenticity and high quality.
2. **Exclusive Releases with Wider Access:** By balancing exclusivity with broader market availability, they strike a balance that keeps collectors satisfied without alienating new customers. 14
3. **Innovative Storytelling:** Their products focus on connecting Robert Burns' rich poetic history with modern narratives, making whisky consumption an immersive experience appreciated by both older and younger generations.
4. **Rigorous Quality Control:** Implementing stringent quality control measures ensures consistency in taste and quality across all batches, giving customers confidence in every purchase.
5. **Value Proposition:** By offering a range of price points, they make premium experiences more affordable and accessible, appealing to a wider demographic without compromising on quality.

Why Now? Why should we be launching at this time?

The timing for launching the Robbie Burns Whisky Company has never been better due to several key factors. First, there's a growing global appreciation for premium, artisanal spirits, and consumers are increasingly seeking authentic products with deep historical and cultural roots. Additionally, the whisky market is experiencing a significant resurgence, driven by the rise of whisky tourism, especially in Scotland, which connects directly to our brand narrative.

Another vital consideration is the approaching anniversaries related to Robert Burns (we will miss the 25th January this year), Global Whisky Day around celebrated on the third Saturday of May, and the Highland Games. Aligning your launch with one of these events can tap into the rich heritage of Scotland and appeal to your audience regardless of their location, which provide a natural marketing opportunity to leverage his enduring legacy. This aligns with heightened consumer interest in storytelling brands that offer more than just a product but a complete cultural experience. Also, the implementation of cutting-edge digital marketing and direct-to-consumer sales channels now allows us to reach a global audience more efficiently than ever before, without being constrained by traditional brick-and-mortar limitations.

Ultimately, launching now allows us to capitalize on these trends and enter the market at a time when consumers are most receptive to and enthusiastic about high-quality, authentically Scottish whisky experiences

Our Audience

Country	HNW Individuals (1-10M)	UHNW Individuals (10M+)
China	5.5 million	98.6k
Japan	2.6 million	21.6k
South Korea	243.7k	7.3k
Australia	100k	15.3k
New Zealand	15.6k	2.6k
Malaysia	44.2k	754
Indonesia	154.2k	1.5k
Vietnam	36.9k	752
India	740k	13.3k

Global Audience Size

The premium spirits market, including Scotch whisky, continues to grow significantly:1

Market Size: The premium spirits market was valued at approximately **USD 205.63 billion** in 2023 and is expected to hit **USD 518.17 billion** by 2033.

Growth Rate: It is projected to grow at a **CAGR of 9.68%** from 2023 to 2033.

Whisky Market: The global whisky market was valued at about **USD 78 billion** in 2024 and is expected to grow to **USD 117 billion** by 2032, with Scotch whisky being a dominant part of this market.

Audience in APAC Region

The APAC region's demand for premium Scotch whisky is particularly high:3

Market Size: The APAC premium whisky market is experiencing rapid growth. It was valued at approximately **USD 1,076.68 million** in 2024 and is projected to reach **USD 1,872.48 million** by 2031.

Growth Rate: It is growing at a **CAGR of 7.2%**, driven by increasing disposable incomes and changing beverage preferences in countries like China and India.

Whisky Enthusiast Segment: Collectors and enthusiasts in the APAC region have a strong preference for limited edition and high-quality Scotch whiskies6. The region is also home to events and exhibitions that attract whisky collectors, such as the TFWA Asia Pacific Exhibition.

By leveraging this data, we can showcase the substantial and growing customer base for Robbie Burns Whisky Company, both globally and in the APAC region, highlighting the commercial opportunities and alignment with current market trend

Market Share for Scotch Whisky Drinkers and Collectors:

China: Scotch whisky interest has grown 10-fold in the last 20 years. It's fair to estimate that 10% of HNW and UHNW individuals are Scotch whisky drinkers or collectors4.

Japan: Known for a strong whisky culture. Approximately 15% of HNW and UHNW individuals could be potential customers.

South Korea: Whisky consumption has been rising⁶. Around 12% may be interested.

Australia & New Zealand: Inclination towards premium spirits. Estimated 10% market share.

Malaysia, Indonesia, Vietnam: Less mature markets but growing interest. Estimated 5-7% might be enthusiasts.

India: one 750ml bottle of Scotch whisky was valued at Rs 4000, or \$48.93. Contains 13.3k Scotch Whisky enthusiasts.

Key Competitors

1. **Johnnie Walker:** Known for its widespread availability and strong brand presence.
2. **Macallan:** Recognized for its premium single malts and exclusivity.
3. **Chivas Regal:** Popular for its blended Scotch whiskies and consistent quality.
4. **Glenfiddich:** One of the best-selling single malt Scotch whiskies.
5. **Yamazaki (Japan):** Premium Japanese whisky, gaining popularity internationally in the Scotch market.

Competitive Advantages of Robbie Burns Whisky Company:

1. **Authentic Scottish Heritage:** Our strong association with Robert Burns sets us apart from competitors, creating a unique story and emotional connection with consumers.
2. **Limited Editions & Exclusivity:** Limited edition releases and unique blends cater to collectors and enthusiasts who seek rare and premium offerings.
3. **Modern Innovation while Preserving Tradition:** Balancing traditional craftsmanship with innovative techniques ensures a high-quality product that appeals to both traditionalists and modern consumers.
4. **Robust Quality Control:** Rigorous quality control measures guarantee consistency in flavour and quality, reassuring customers with every bottle.
5. **Accessibly Premium:** Offering a range of price points, we make premium Scotch whisky experiences more accessible to a broader audience without compromising on quality.

Core Differentiators:

Limited Release

Each single blend is strictly limited to only 2,000 bottles, derived from just 8 casks. The finite nature of these releases means that once they're sold out, they're gone forever, bringing a sense of exclusivity and urgency for collectors and aficionados alike. This rarity enhances the value of each bottle, ensuring that every purchase is a unique addition to any whisky collection.

Authenticity

Every bottle comes with a certificate of authenticity, providing detailed information including the number of the bottle and the specific cask it was sourced from. Both the bottle and certificate are marked with matching numbers, a signature, and a secure hologram. This meticulous documentation not only guarantees the authenticity and provenance of the whisky but also adds significant value for collectors, affirming the investment in a true piece of Scottish heritage.

Luxury Experience

The presentation of the whisky is crafted to enhance the premium experience from the moment the customer receives their bottle. Each bottle is packaged in an exquisite display box, safeguarded by a sealed outer carton. This luxurious unboxing experience captivates consumers, making the act of opening the bottle as memorable as the whisky itself, committing to a remarkable prelude to the tasting experience.

Exceptional Value for Money (VFM)

Priced at \$300 USD per bottle, Robbie Burns Whisky offers significant value compared to other aged whiskies from larger distilleries. The combination of rarity, premium packaging, and the authentic Scottish craftsmanship ensures that each bottle provides exceptional value that stands above mass-produced competitors. This price point is particularly attractive to whisky enthusiasts who seek both quality and exclusivity without the inflated pricing often seen in comparable aged whiskies.

Team Overview

Dan Hills - Founder and Director

Dan Hills is the passionate driving force behind the Robbie Burns Whisky Company. With over **two decades of experience in media, advertising, and marketing**, Dan has a deep-rooted love for whisky and a visionary spirit that fuels the company's growth. His extensive background ensures that the brand resonates with a global audience while maintaining its authentic Scottish identity. Dan's leadership and strategic insights are pivotal to the company's direction, ensuring that each bottle of Robbie Burns Whisky is crafted to perfection and marketed with a compelling narrative.

Robert "Robbie" Burns - Brand Owner

As the namesake of the company, Robert "Robbie" Burns brings an irreplaceable legacy to the brand. Known for his poetic genius and deep connection to Scotland, Robert's influence is woven into every aspect of the whisky-making process. His enduring legacy as a national bard and whisky enthusiast adds a layer of authenticity and heritage that distinguishes the Robbie Burns Whisky Company from its competitors. Robbie Burns' name is synonymous with cultural pride and Scottish tradition, making the brand a true embodiment of Scotland's rich history.

We at Robbie Burns Whisky Company are deeply committed to preserving and celebrating the tradition and excellence of Scottish whisky craftsmanship. By partnering with us, you will be supporting not only a heritage-rich company but also the spirit and innovation embodied in every bottle we produce. For more information on our offerings and partnership opportunities, please visit BardofScotch.com. You can reach me directly at dan@robbieburns.com or via phone at 07949 562946. I look forward to the opportunity to further discuss how we can embark on this journey together.

Sincerely,

Dan Hills

The Robbie Burns Whisky Company.

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