



**NINE RIVERS DISTILLERY**

*Reviving The True Essence Of Whisky*



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# Whisky Lovers Deserve Better



## Penny Pinching over Quality

Big brands prioritize cost savings over flavor and aroma, leading to a standardized and somewhat soulless whisky experience.



## Ingredients Sacrificed for Efficiency

Big brands use grain optimized for starch conversion, industrial yeasts for rapid alcohol production, and often aging whisky in past-its-prime barrels.



## Loss of Authenticity

The soul of whisky has been eroded by these practices, diminishing the rich flavors and aromas that whisky enthusiasts crave.



## Solution

### QUALITY FIRST

Profit driven high yielding grains and yeasts combined with garden furniture quality barrels replaced with the best wood, heirloom grains and slow fermentation yeasts.

#### RED ROCK MOUNTAIN COOPERAGE

With the entire industry accepting that at least 60% of aroma and flavor comes from the cask, building our own cooperage underpins our commitment to quality.

#### GRAINS, MALTING AND ROASTING

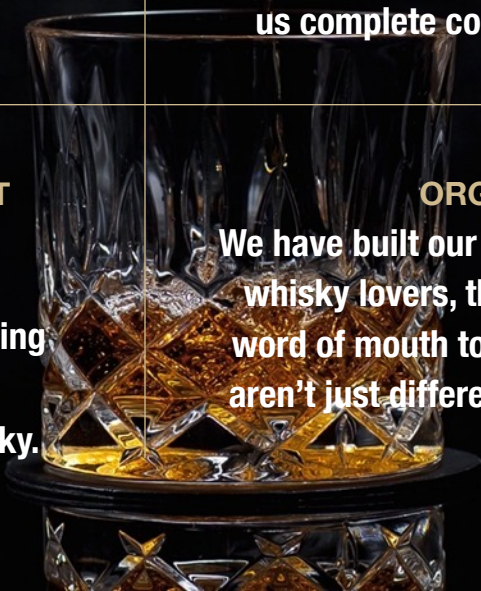
Sourcing the best grains from all over the world, malting in house, roasting on site, gives us complete control over our raw materials for crafting whisky

#### BUILDING ON THE SUCCESS OF THE CRAFT BEER INDUSTRY

Leveraging the learnings from the craft beer industry, utilizing different types of yeast and using longer fermentation times, we create a richer fermentation that will carry through to our whisky.

#### ORGANIC AWARENESS

We have built our reputation on our vast network of whisky lovers, through events, social media and word of mouth to convey who we are and why we aren't just different – we'll create better whiskies.



# Market Opportunity

## The Thriving Chinese Whisky Market

### MARKET SIZE AND COMPOSITION

**\$460M**

The imported whisky market in China, as of 2022, is valued at \$460 million.

**\$1.16 B**

Inclusive of locally-produced whisky primarily sold in lower-tier cities, the market is over \$1 billion.



### REMARKABLE GROWTH

Whisky has consistently achieved double-digit growth over the past decade, with 2022 being a standout year and 2025 forecasts being US \$2.25B

# Our Site



# Tequila Hype: A Misconception

Popular belief: the tequila market is rich with opportunity

The global tequila market is valued at around US\$10 billion.



*Momentum in the market  
doesn't always reflect actual  
market growth overall*

**>70%**

of tequila sales occur in the USA.

**40%**

of the market value is attributed to one brand, Jose Cuervo, with US\$4.2 billion in annual sales.

**Jose Cuervo**

A small number of brands dominate the rest (80% of the entire market is represented by only 10 brands, leaving countless others to compete for the remainder)

These new brands are often driven by celebrity endorsements and the promise of quick success, yet most lack the authenticity and quality that discerning consumers seek, often relying on artificial flavors and marketing hype.

There is literally no market for tequila in China, the world's largest consumer market.

# Why Whisky?

The global whisky market is 10 times larger than the tequila market.



There are opportunities across all price points and worldwide distribution.

Whisky is a diverse and established global industry.



## Why China?



**China's whisky market is currently worth US\$1.16 billion, growing to an estimated \$2.25 billion by 2025.**

**47% of consumers are Generation Z and 40% of those consumers spend over \$145 per bottle.**

**The numbers speak for themselves, as does the actions of some of the largest alcohol conglomerates in the world.**

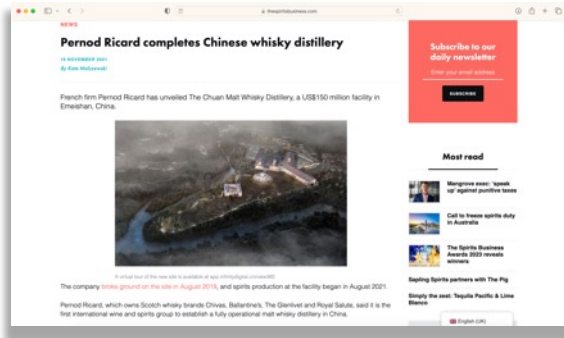


**DIAGEO**



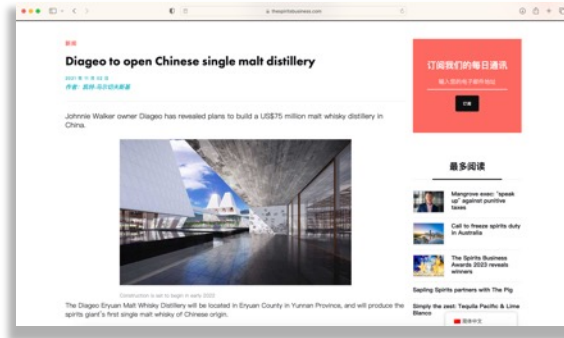
## ATTRACTING BIG BRANDS

Noteworthy growth has enticed major players to invest heavily in China.



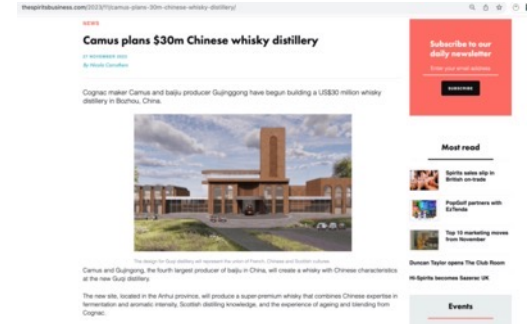
# \$150M

Pernod Ricard invested \$150 million in a distillery that became operational in 2022. It has about 1/7<sup>th</sup> of the production capacity of Nine Rivers Distillery.



# \$75M

Diageo has committed around \$75 million for a facility expected to be operational around the same time as ours with about 1/3<sup>rd</sup> of the production capacity of Nine Rivers Distillery.



# \$30M

Camus are putting down US\$30 million to build a 0.3 million LPA facility, just 4% of our capacity but at a similar investment budget to Nine Rivers Distillery.

*There are currently 43 single malt whisky distilleries coming online in China within the next 3 years, being led by either local or international alcohol producers. So far, we haven't seen anything that we perceive as being a challenge to our creativity, our network, or our commitment to quality.*



**BUILDING 1 – OUR FIRST CASK MATURATION WAREHOUSE**

## Not Your Typical Startup Distillery

Most startup whisky distilleries are in awe of the major industry players and when they achieve success, are constrained by production capacity and economies of scale. We foresaw that challenge and decided to fix the problem from the start – by going big.



Pernod Ricard

€9 billion market capitalization  
with a history going back to 1797

### 1M LPA

Pernod Ricard's Sichuan project will produce 1 million LPA annually at full capacity.

## DIAGEO

£23 billion market capitalization  
with a history going back to 1759

### 2M LPA

Diageo's Yunnan project will produce 2 million LPA annually at full capacity



**NINE RIVERS DISTILLERY**  
久溪酒业有限公司

A startup project, founded by a group of whisky lovers with an official legal history dating back to 2019 (company formation)

### 7.5M LPA

Our distillery boasts an unequaled 7.5 million LPA (Litres of pure alcohol) at full capacity, equivalent to around 50,000 casks annually or around 17 million bottles

## Our Passion

A project born out of a passion for whisky, shared by hundreds of whisky enthusiasts across China and beyond. We currently have **more than 250 investors from 28 different countries** - whisky lovers that can have an active voice to help mold and shape the business



All supporters share a common ambition – to put China firmly on the International Whisky Map by establishing a **world class distillery that redefines the quality of whisky on the global stage** - not just “the best whisky in China”.



**Our project is led by our Board of Directors – a team of experienced and knowledgeable experts in their respective fields. 65% of the funding to date of this project has been from Board Members.**

**Our project is further supported by our Advisors - a team of industry professionals with their own unique experiences that will help the success of our project.**

# Our Products

Our commitment to superior ingredients and traditional craftsmanship ensures that we're not just creating whisky; we're reviving the soul of whisky, delivering richer flavors and aromas without the hefty price tag.



All our **spirits** will be made from **ethically sourced ingredients** and distilled using **sustainable practices**.



Our **spirits** will be of the **highest quality** and are designed to **meet the needs of today's consumers**.



Our **vodka** will be the world's first **blended vodka**. Crafted from a mixture of different neutral grain spirits, resulting in a vodka that actually has some character.



Our **gin** will be crafted using our blended vodka as a base alcohol, with **locally sourced botanicals** delicately layered on top. All distilled on our own **traditional copper pot stills**.



Our **whisky** will be **matured in the very best oak barrels**, under the supervision of our own Master of Wood, Stuart MacPherson.

# BUILDING 3 – MALTING, MILLING, MASHING & FERMENTATION





# Traction

## The 6 Year Journey to Date



### Completed funding thru Series A1 of approximately \$3M USD:

- We currently have the support of more than 250 investors from 28 different countries who are actively involved in our project.
- Grassroots campaigns and tasting events held with whisky enthusiasts to establish a brand footprint.



### A Foundation of Intellectual Property:

- Patented still design and patents filed around coopering barrels, wood analysis, and the chemical profiling the wood of individual barrel staves to accurately predict its impact on spirit maturation.



### Land acquired. Ground broken. Support of locals:

- China's scarcity of usable land, coupled with stringent regulations, necessitated a meticulous two-year process to secure space.
- Our project has VIP status with the local and provincial government and has a dedicated team of officials supporting our timeline. Our significance as a contributor of tax revenues will underpin development at village, town, and city levels.



### A Few Months Away From Production Ready

- Construction of all steel and concrete for the first three buildings is now complete. Currently completing external and internal brickwork. On pace to be operational during Q3 2024.

## Our Board



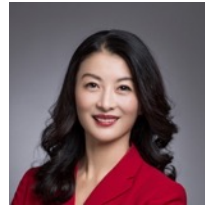
**Stephen Davies**  
Chairman

CEO of Penderyn Distillery with more than 20 years of experience in the whisky industry from start-up through to global success story.



**Jeff Olyniec**  
Deputy Chair

25 years experience building businesses in China currently holding board level positions at multiple companies in China and the USA.



**Joy Tan**  
Director

Former SVP for Marketing and Communications at Huawei at a global level with more than 2 decades experience in strategic communications



**Jay Robertson**  
CEO

Serial entrepreneur with a focus in the alcohols sector in China and concurrently responsible for most of our IP and patents that underpin our project.



**Daniel Liang**  
Director

CEO of a China based manufacturing company with 20 years experience in China and Asia – having built multiple factories across China.



**Jan L. Broni**  
Director

CEO of the China based manufacturing hub of Meyra Group. EVP of Global Supply Chain of Meyra Group Concurrently the leader of the Danish Chamber of Commerce in China

## Our Advisors



**Stuart MacPherson**

Stuart has more than 40 years experience in the industry, starting his career as a journeyman cooper and eventually becoming the Master of Wood for Edrington's Macallan.

Stuart has joined Nine Rivers Distillery to lead our cooperage project here in China.



**Jonathan Dahan**

Jonathan has extensive experience working in the wines and spirits industry. He has been Export Director Asia for a few leading European wine and spirits producers for the past 15 years.

Additionally, he is also a founder and managing partner for one of the major wine importers in China. Jonathan is a Board Advisor for distribution.



**Neil Playfoot**

Neil has been brewing beer for more than 27 years from small brewpubs with microbreweries, right up to massive commercial breweries. An advocate of quality first in everything he creates in a brewhouse.

Neil is a Board Advisor and will be leading everything from malting to brewing.

## **The Nine Rivers Distillery Vision**

- ✓ **To establish an internationally respected producer of premium single malt whisky, single cask bottlings, and limited-edition collectible releases.**
- ✓ **To support short-term revenue streams by crafting other Western-style spirits to supply the growing local demand for vodka, gin, rum, and liqueurs, both as branded products and through contract distilled services.**
- ✓ **To provide an immersive visitors experience, where whisky lovers can feel part of the whisky crafting process.**
- ✓ **To ensure that we place marketable alcohol products into the market as quickly as possible using a multiphase project delivery system.**
- ✓ **To build our own cooperage to give us complete control over our wood and barrel quality**

## **BUILDING 4 – OUR STILLHOUSE**





**We view our chosen site in Longyan, Fujian, as the foundation of a much larger project. This initial site will serve as a large-scale proof of concept for the government, demonstrating our ability to craft and sell world-class products, as well as contribute non-trivial revenue in the form of sales and production taxes.**

- **With proof that we are a top-tier contributor to tax revenues, we are confident that we will be offered other opportunities in China to develop additional sites, both as distilleries and whisky tourism destinations.**
- **Our goal is to have sites within 60 to 90 minutes travel from Shanghai, Guangzhou, Beijing, and Chengdu, providing us access to a potential audience of 215 million people.**
- **Satellite sites will feature a small-batch, craft-distilling configuration. These sites will serve as destinations for whisky tourism, offering tastings to the public and hosting private events for corporations and VIPs. Longyan will continue to be the core production site, justifying the serious investment in making this initial project perfect in every way.**

**There is currently no company in the world taking this same strategic and long-term approach to the potential of the Chinese market.**

## Shaping the Spirit Together: Investor Perks



### **Active Involvement:**

Investors have the opportunity to actively shape the direction of the business. We value investor input and welcome investor ideas in workshops that cover various aspects of the project, ensuring the voice of every investor is heard.



### **Exclusive Access:**

Investors are invited to visit our facilities, gaining firsthand insights into our production and operations. Investors have free access during office hours, giving investors a unique experience into the heart of whisky-making.



### **Annual Investor Events:**

All investors are welcome to join us for exclusive annual events and gatherings. Offering the opportunity to network with fellow investors, industry experts, and the team that are leading the project.

**While our primary operations may be in China, these events offer a chance for our largely American audience to connect and celebrate our shared passion for exceptional whisky.**

**Invest in us, become a part of the journey, and savor the exclusive perks that come with being a valued stakeholder.**

## The Investment Opportunity

**Nine Rivers Distillery is currently seeking investment to fund our expansion and growth plans.**

**A2 Round**

**Currently raising  
\$8.3M**

**(Over \$4M Already Committed)**



**Pre-Money Valuation:  
\$40M**

**65%**

**of raised capital has  
been from our Board of  
Directors**

**This is a unique opportunity to invest in a company that is  
poised for significant growth in the coming years.**



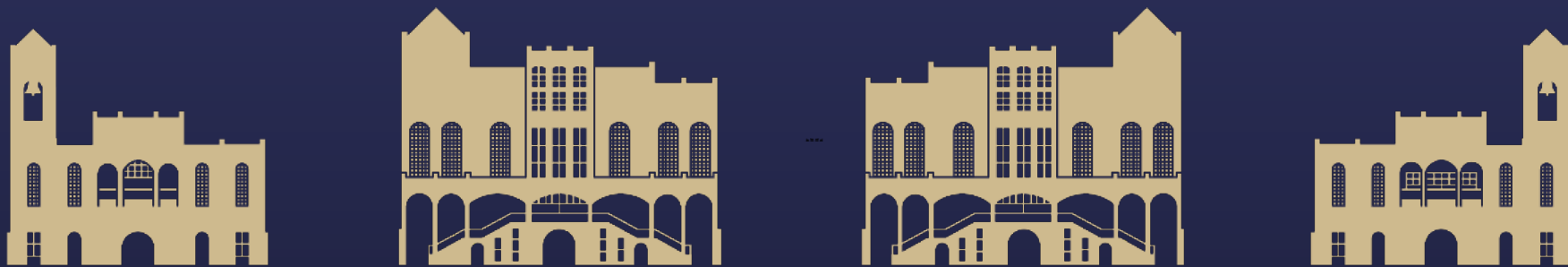
# Our Thanks

Thank you for considering an investment in Nine Rivers Distillery.

For more information, please contact us at

**[info@nineriversdistillery.com](mailto:info@nineriversdistillery.com)**

We look forward to hearing from you and working together to build a  
successful future for Nine Rivers Distillery.



**Whisky for the people. By the people.**