

FOOD AND BEVERAGE

Rare Whisky 101 launches platform for selling “dormant” whisky casks

July 13, 2017



Rare Whisky 101 estimates dormant casks could be worth millions of dollars. Image credit: Flickr

By DANNY PARISI

Analyst and brokerage firm Rare Whisky 101 has launched a new program that helps connect dedicated whisky collectors with sought-after "dormant casks" of the spirit that may be hidden away in storage or warehouses.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Desire for rare whiskies has been growing steadily over the years, and elite collectors often seek the kind of whisky that cannot be found at the local liquor store's shelves. Rare Whisky 101 purports to be able to connect customers with elusive casks that have been filled right after distilling but for whatever reason have yet gone unsold.

"While we have always advised our customers against buying casks filled with 'new-make spirit,' we believe that the market for older casks of high-quality liquid from top-tier distilleries will continue to go from strength to strength," said David Robertson, co-founder of **Rare Whisky 101**, Dunfermline, Scotland.

"Rare Whisky 101 has already seen an increased demand for quality casks from our more sophisticated clients be they connoisseurs, collectors or investors, so it made sense to introduce a more formal cask brokerage service," he said.

Rare whisky

Whisky collecting is one of the most expensive hobbies adopted by the world's luxury buyers.

Customers routinely pay tens of thousands of dollars or more for vintage bottles from the best distilleries, aged to perfection.

Rare Whisky 101 has been brokering many of these high-end purchases, and due to increasing demand, the company has begun brokering dormant casks.



Some of Rare Whisky 101's collection. Image credit: Rare Whisky 101

These dormant casks are wooden casks full of whisky from distilleries that may no longer be in business or were forgotten in a warehouse somewhere. When discovered, these casks can fetch enormous prices, with Rare Whisky 101 comfortably estimating more than \$1 million for a cask.

The company also stresses that they would be a good investment in the long haul, rather than purchasing a newly-filled cask from an active distillery, which is not guaranteed to hold its value forever.

Each of these rare casks could fill several thousands bottles and be worth millions to collectors.

By offering this service, Rare Whisky 101 is hoping to attract owners of these dormant casks to come to them and begin the selling process and to attract potential buyers for these rare dormant casks as well.

"We're particularly keen to hear from any cask owners who may have either inherited old casks or acquired and then left them in storage," Rare Whisky 101's Mr. Robertson said. "Given the booming global demand for rare whisky, these owners could be sitting on a very tidy profit."

Dormant casks

Interest in high-end spirits is growing, with significant sales in the duty-free alcohol sector and events being held at international airports to celebrate fine whiskies and other beverage types while affluent consumers travel the globe.

Spirits retailer Le Clos has broken the record for most expensive duty-free alcohol purchase yet again with the sale of a 29-bottle set of The Macallan for \$530,000. Meanwhile, DFS Group, an LVMH-owned travel retail company, announced the opening of a global whiskey festival at eight of its locations around the world ([see story](#)).

Interest in these types of spirits is continuing to grow, and both collectors and sellers stand to benefit as Rare Whisky 101 angles for more casks.



THE OLDEST SPIRIT IN THE COLLECTION SPENT 56 YEARS MATURING

The Macallan Fine & Rare 1946. Image credit: Le Clos

But these casks cannot last forever, and Rare Whisky 101 urges owners of dormant casks to act on them soon, lest they go to waste.

"Many people would assume that as long as their whisky is stored in cask in a bonded warehouse, no harm can come to it," Rare Whisky 101's Mr. Robertson said. "However, that could not be further from the truth.

"There is most definitely a finite time in which to sell a cask," he said. "We recently saw a 50-year-old cask that had dropped below the legal minimum of 40 percent alcohol to 28 percent and was subsequently deemed worthless.

"I would encourage any owners, even if they don't want to sell, to get their casks re-gauged and sampled. Casks can also leak and become overly-woody so cask owners should ensure that their casks are checked annually."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.