

FOOD AND BEVERAGE

The Dalmore leverages NFT collection for exclusive experience

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The Dalmore Decades No.4 Collection will be offered as an exclusive NFT. Image courtesy of The Dalmore

By LUXURY DAILY NEWS SERVICE

Scottish distiller The Dalmore is partnering with an NFT platform to offer a unique opportunity for collectors.

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The brand tapped BlockBar to offer a limited-edition liquor NFT along with a set of The Dalmore Decades No.4 Collection and a distillery experience. BlockBar is the leading direct-to-consumer non-fungible token marketplace dedicated to luxury wine and spirits.

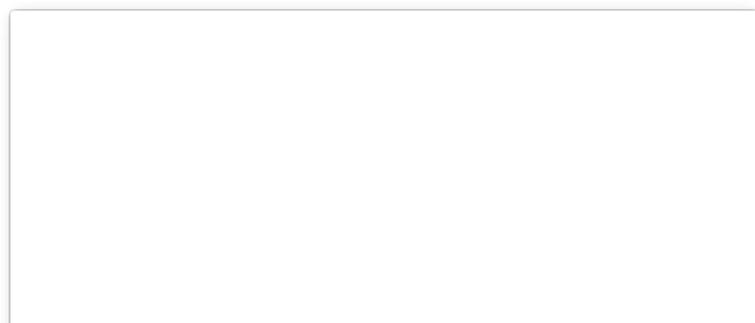
"The Dalmore offers some of Scotland's most rare and precious whisky stocks, remarkable in their desirability to collectors, investors and drinkers alike," said Gerry Tosh, private client director at The Dalmore, in a statement.

"The Dalmore Decades selection is a truly outstanding example of this, and with the landmark auction of The Dalmore Decades No.6 Collection last month setting new records, the No.4 Collection offered as an exclusive NFT signifies a fantastic opportunity for the crypto-curious to explore single malt whisky as an investment."

Whisky NFT

The Dalmore Decades No.4 Collection, limited to 25 sets, contains whiskies from 1979, 1980, 1995 and 2000 each of which was hand selected by master distiller Richard Paterson to celebrate unique milestones for the brand.

To honor this history, the story behind each whisky is engraved on the individual compartment of the set's bespoke display pedestal. Each decanter is also engraved with a set number.



[View this post on Instagram](#)

A post shared by The Dalmore (@thedalmore)

The No.4 Collection is limited to 25 sets

In another milestone for the 180-year-old distiller, The Dalmore will be digitizing an exclusive set of the collection to sell as its first NFT.

Blending the physical and digital worlds, the eventual buyer will also receive an exclusive tour of The Dalmore distillery, including tasting some of the house's rarest whiskies and special dinner.

The NFT collection will be sold on Dec. 7 on [BlockBar.com](https://blockbar.com) through a lottery system.

To enter the lobby ahead of the drop time, prospective buyers must have one ethereum in their metamask wallet. At drop time, one buyer will be randomly selected and have the opportunity to purchase the NFT set for \$137,700 with either ethereum or a credit card transaction through BlockBar.

"We're delighted to be a part of this momentous occasion for Dalmore, as their first NFT launch partner," said Dov Falic, CEO of BlockBar, in a statement.

"Through transparency, authenticity, and quality assurance, BlockBar is able to bring a solution to the current hurdles in the luxury spirits market, and we're excited to partner with The Dalmore to make that happen."

Since the start of the COVID-19 pandemic, the high-end wines and spirits business moved mostly online as restaurants and tasting rooms were shuttered for long periods. Brands have continued experimenting with digital from online marketplaces to virtual tastings and now NFTs to engage with buyers ([see story](#)).

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