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Golden Dram



FINE TEQUILA

Golden Dram is guided by a seasoned team with a collective 15 years of experience spanning the spirits industry, investment strategies, and product development.

Our primary commitment lies in delivering exceptional value and premium alternative asset opportunities to both trade partners and retail buyers alike.

Golden Dram presents an exclusive opportunity to enhance & diversify your portfolio with premium tangible assets.

Our carefully curated selections include, Single Malt Scotch Whisky Casks, Fine Tequila Casks and high-value Gold & Silver Bullion.

Each asset class offers a unique avenue for wealth preservation and potential growth. Designed for discerning buyers, these assets combine timeless appeal with the potential for long-term stability in an ever-evolving market.

Recent years have witnessed a growing interest in alternative assets, driven by diverse motivations - from investment potential to commemorating milestones, engaging in distinctive experiences and more.

While traditional assets such as stocks and bonds remain foundational to most portfolios, alternative assets present a compelling compliment. They offer the potential to mitigate economic uncertainty, navigate market fluctuations, hedge against inflation and leverage emerging market trends. This strategy provides a well-rounded and resilient approach to portfolio diversification.





Our Exclusive Loyalty Rewards Programme: Earn with Every Purchase

At **Golden Dram**, we are delighted to unveil **Dramcoin**—our groundbreaking loyalty rewards programme created exclusively for our esteemed clients. **Dramcoin** represents a new era in the world of spirits, offering an unparalleled way to earn, redeem, and enhance your portfolio with every retail purchase.

What Makes **Dramcoin** Exceptional?

Dramcoin is the world's first loyalty rewards programme tailored specifically for the discerning spirits enthusiast and buyer. With this unique initiative, we're redefining what it means to be rewarded by blending the art of fine spirits with the power of premium purchasing opportunities. Whether you're a tequila aficionado or a strategic cask buyer, **Dramcoin** provides an exciting new dimension to your journey.

How **Dramcoin** Works

Earn **Dramcoin** on Every Purchase

Every time you make a purchase on our platform, you'll earn **Dramcoin** equivalent to 2.5% of the total amount spent. **For example, for every £1000 spent, you'll accumulate Dramcoin worth £25.** It's a seamless way to see your retail activity translate directly into tangible rewards.

Redeem Your **Dramcoin** for Exceptional Value

Once you've earned **Dramcoin**, the possibilities are vast. Use your **Dramcoin** to offset the cost—partially or in full—on a curated selection of alternative assets available exclusively on our platform. This includes exclusive cask opportunities, and other high-value offerings designed to complement your portfolio.



Our Exclusive Loyalty Rewards Programme: Earn with Every Purchase

Why Choose **Dramcoin**?

- **Unmatched Rewards:** **Dramcoin** offers a higher rate of return on your purchases compared to standard loyalty programmes, making every transaction inherently rewarding.
- **Exclusivity:** As a pioneering loyalty programme in the spirits industry, **Dramcoin** offers opportunities unavailable anywhere else.
- **Portfolio Growth:** By redeeming **Dramcoin** on premium products and alternative assets, you're not just enjoying rewards—you're adding lasting value to your portfolio.
- **Effortless Integration:** Your **Dramcoin** rewards are automatically tracked with each purchase, ensuring a simple and hassle-free experience.

Join the **Dramcoin** Revolution

With **Dramcoin**, every purchase you make is an investment in something greater. From enhancing your collection to expanding your portfolio with exclusive assets, the opportunities are endless. Elevate your loyalty experience and be part of a programme that values your passion and dedication.

Start earning **Dramcoin** today and unlock a world of exceptional rewards, exclusive opportunities, and unparalleled benefits. The future of loyalty in the world of alternative assets begins here.

Visit our site to start earning your Dramcoin!

www.goldendraminvestments.co.uk

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In the world of premium spirits, tequila stands apart for its unwavering adherence to tradition and authenticity. Unlike whisky, which can be stored and aged in bonded warehouses across different countries, **tequila must remain within NOM-certified distilleries in Mexico.** This requirement is rooted in the strict legal, regulatory, and cultural protections tied to its **Denomination of Origin (DO) status.**

These measures ensure that every drop of tequila reflects its authentic heritage, crafted and matured exclusively in the region that gives it life. For discerning buyers, this distinction underscores tequila's unique identity and its premium value in the global market.



Denomination of Origin (DO) Requirements

- Tequila is protected by its Denomination of Origin (DO), a legal framework ensuring it is produced, matured, and bottled exclusively in designated regions of Mexico, primarily Jalisco and parts of neighbouring states.
- Moving tequila outside of these regions for storage would violate DO rules and render the product ineligible to be labelled as tequila.

NOM Certification

- The Norma Oficial Mexicana (NOM) enforces strict production and quality standards, which include keeping tequila under the control of certified Mexican distilleries throughout its lifecycle. This ensures the integrity, authenticity, and traceability of the product.
- Storing tequila in external bonded warehouses, as is done with whisky, would break the chain of certification required by Mexican authorities.

Customs and Taxation Differences

- Whisky is often stored in bonded warehouses to defer taxes and duties until bottling or export. This practice is tied to the taxation laws of the producing countries, such as Scotland or the U.S.
- In Mexico, taxes on tequila (including excise taxes and VAT) are typically applied at the point of sale or export, not during storage. Therefore, bonded warehousing for tax deferral is less relevant in the tequila industry.

Aging and Maturation Practices

- Tequila's aging process often takes place in smaller batches and for shorter durations compared to whisky. Reposado, Añejo, and Extra Añejo tequilas are aged on-site in oak barrels at the distillery, ensuring close monitoring of the maturation process.
- The aging environment in Mexico's climate—characterized by warm temperatures—also plays a critical role in developing tequila's flavour, and this cannot be replicated elsewhere.

Export and Bottling Standards

For tequila to be exported as tequila, it must often be bottled in Mexico under CRT regulations. Bulk export of unfinished tequila for further aging abroad is rare and heavily restricted to protect the product's authenticity and value.



Cazcabel is the tequila of choice at Golden Dram. We have partnered with Cazcabel Distillery because of their unwavering commitment to quality & tradition.

Produced at the renowned NOM 1436 distillery in Jalisco, Mexico, Cazcabel Tequila is crafted using 100% blue agave, sourced from mineral-rich soils that impart a distinct character to each bottle.

One of Cazcabel's standout offerings is its **Añejo Tequila**, which is aged for 12 to 18 months in American oak barrels, which are known for their ability to impart rich flavours due to the natural compounds found in the wood.

These barrels, often repurposed from bourbon aging, brings notes of **vanilla, caramel, & spices** to the tequila as it matures.

The porous nature of American oak allows the tequila to interact with the wood, which enhances the complexity & depth over time.

We can provide you with market guidance and trends, and also suggest hints and tips on what others tend to do with their casks when it comes time to exit.

Purchasing an alternative asset doesn't have to be complicated, we have introduced a four step method to help simplify the process.

Step 1: Explore the Asset you want to purchase; do your research.

Step 2: Speak to the team at **Golden Dram**, arrange a free consultation to discuss any questions you may have.

Continued on next page...



With the help of **Golden Dram** & our team of experts, we can help you select your cask based on the following criteria;

- What do you intend to do with your cask, why are you purchasing it?
- Your specified entry price point

Step 3: Purchase your asset of choice.

Upon selection of your cask, you as the proud new owner, will receive a formal documented **Certificate Of Ownership** from the distillery, certifying the cask's authenticity & change of ownership into your name. The cask is then securely stored in a **bonded warehouse at the Cazcabel Distillery in Mexico**, where it will continue to mature & appreciate in value until you decide to exit/divest/bottle your asset.

NOTE: 3 Years Warehousing & Insurance costs are included in the purchase price.

Step 4: Earn rewards with Dramcoin. (see page 3)





WHY CHOOSE TO PARTNER WITH GOLDEN DRAM

Why Choose Us?

At Golden Dram, we differentiate ourselves by offering a tailored, transparent, and value-driven approach designed to meet the discerning standards of tequila cask buyers.



Here's what sets us apart:

Regulated Documentation Process and Secure Warehousing: Your Tequila casks are stored securely in one of **Cazcabel's onsite warehouses**, ensuring peace of mind and legally regulated proof of ownership for your purchase.

Web-based Stock Portfolio Management : If your chosen asset is displayed on our website, we guarantee that it is exclusively available for purchase through Golden Dram.

Dramcoin Rewards Programme: Buying from us comes with added benefits. Our Exclusive Loyalty Rewards Programme, Dramcoin, enhances your journey by offering meaningful incentives that add value over time.

Exclusive Distribution Rights: We are the **Exclusive distributors for NOM 1436 Premium Tequila Casks**, providing you with unique access to an exceptional and fast-growing segment of the spirits market.

Diverse Investment-Grade Assets: Beyond Tequila, we offer a curated portfolio of investment-grade physical assets, enabling you to diversify with confidence and sophistication.

Buyer Education: We believe in empowering our clients with knowledge. An informed buyer can make astute decisions, transforming the experience from being sold to, to choosing to purchase wisely.

What is Tequila?

Tequila is a distilled spirit made from the Weber blue agave plant, or *agave tequilana* & the Mexican government decrees that tequila is only allowed to be produced in Mexico.

Modern tequila production dates back to the 1600's in Mexico, though its origins go back further to around the year 250 C.E.

Today, tequila is an integral part of Mexico's economy and cultural pride. - **a passion that transcends borders, uniting connoisseurs, collectors and buyers worldwide.**

Participating in Tequila, particularly tequila casks, offers a unique and sophisticated way to diversify your portfolio while immersing yourself in the world of luxury spirits.

Unlike traditional assets, the value of a tequila cask is intrinsically linked to its age, rarity, and craftsmanship, offering a level of resilience against market volatility that few other asset classes can match.

Leveraging the scarcity of Aged Tequila, as only a small percentage of tequila is aged due to the high demand for the Blanco varieties, creating a limited supply of high-value aged products.

At **Golden Dram**, our mission is to guide discerning buyers through the rewarding landscape of tequila cask ownership.

With our commitment to transparency, we empower you to make informed, strategic decisions that align with your aspirations & appreciation for this exceptional asset class.



This market is experiencing robust growth, driven by increasing demand for premium and ultra-premium tequila, innovation in flavoured variants, a global rise in cocktail culture & rising consumer interest in artisanal and aged tequila products.

The global tequila market was valued at approximately **\$16.5** billion in 2023, and it's projected to grow to around **\$42.5** billion by 2032, with a compound annual growth rate (CAGR) of approximately 11.09%.

Tequila Global Market Value (2023) **\$16.5 Billion**



The Tequila industry has experienced **exponential growth**, much of it spurred by celebrities leveraging their influence and/or investing in their own brands. Celebrity tequila brands, as below, often highlight luxury, sustainability or artisanal production.

This trend is reshaping the market, driving premiumization, the expansion of cocktail culture & fostering a global appreciation for tequila's rich heritage.

Casamigos - Owners: George Clooney, Rande Gerber, & Mike Meldman
Known for its smooth and approachable tequila, Casamigos was sold to Diageo in 2017 for up to \$1 billion but remains closely associated with its celebrity founders.

Teremana Tequila - Owner: Dwayne "The Rock" Johnson
Marketed as a sustainable and small-batch tequila, Teremana offers Blanco, Reposado, and Añejo varieties.

818 Tequila - Owner: Kendall Jenner
Launched in 2021, this brand has faced both acclaim and controversy, with a focus on sustainability and traditional production methods.

Gran Coramino - Owner: Kevin Hart
Features Cristalino and Añejo tequilas, launched with an emphasis on craftsmanship.

Villa One - Owner: Nick Jonas (in collaboration with John Varvatos)
Promotes high-quality tequila made from sustainably harvested agave.



What is Tequila?

Tequila is a distilled alcoholic beverage made primarily from the fermented juice of the **blue agave plant** (*Agave tequilana Weber var. azul*), which is native to Mexico. It is one of the most well-known spirits globally & is protected by a **Denomination of Origin (DO)**, meaning it can only be produced in specific regions of Mexico, primarily in the state of **Jalisco** and some parts of neighboring states such as Guanajuato, Michoacán, Nayarit, and Tamaulipas.

The Production Process:

- **Harvesting:** The heart of the blue agave, called the piña, is harvested by skilled workers known as jimadores.
- **Cooking:** The piñas are cooked in ovens or autoclaves to convert complex sugars into fermentable sugars.
- **Extraction:** The cooked agave is crushed to extract the juice, known as mosto.
- **Fermentation:** The juice ferments with natural or added yeasts to produce alcohol.
- **Distillation:** The liquid undergoes two rounds of distillation to purify it.
- **Aging (optional):** Depending on the type of tequila, the spirit may be aged in oak barrels for varying durations.
- **Bottling:** The liquid is typically bottled at an **ABV of 35-55%**



Types of Tequila:

- **Blanco (Silver):** Unaged or minimally aged (<2 months), retaining the natural flavour of the agave.
- **Reposado:** Aged 2-12 months in oak barrels, gaining a smoother taste with hints of oak.
- **Añejo:** Aged 1-3 years, offering complex flavours of caramel and spice.
- **Extra Añejo:** Aged over 3 years for a richer, more refined flavour.
- **Cristalino:** Aged tequila that is filtered to remove its color while keeping aged flavours

The beverage is legally regulated by the **Consejo Regulador del Tequila (CRT)** to ensure quality and authenticity.



First and foremost, **ALL TEQUILA CASKS** are destined to be bottled, that is the end of the Tequila lifecycle.

Owning and bottling your own tequila isn't just a purchase—it's a legacy

Its worth considering what your exit point will be. IE: When the desired ROI (Return on Investment) or maturity of the liquid is reached and it's at its optimal age for bottling, will you exit then or before whilst its still in a cask?

At Golden Dram, we want to offer our clients more than one way to exit. These options are:

1. Sell the cask

You can sell the cask back to the **Trade, Auction or Open Market.**

Ideally this should be done within the lifecycle of either **Anejo-(36 months)** or **Extra Anejo-(42 months)**. **GOLDEN DRAM** will help facilitate this transaction on your behalf.



2. Bottle the Tequila

For sophisticated buyers seeking a deeper connection with their purchase, owning & bottling a cask of tequila offers an unparalleled opportunity to craft something **uniquely personal**.

Imagine overseeing a cask maturing in its optimal environment, evolving over time into a **one-of-a-kind** spirit that reflects both **tradition & exclusivity**. Once ready, the tequila can be bottled to your exact specifications, allowing you to showcase your distinctive style through **custom bottle designs & labels**.

At **GOLDEN DRAM**, we specialize in guiding clients through this bespoke journey. From selecting the ideal cask to designing a bottle that embodies your vision, we ensure every detail reflects your unique tastes. Beyond creating a tangible expression of your purchase, this experience places you at the heart of a movement where premium tequilas are celebrated as refined, sipping spirits for connoisseurs.

As global demand for high-quality tequila continues to rise, this personalized approach not only enhances the intrinsic value of your cask but also positions you within a luxury market redefining itself through innovation and sophistication.

**** additional costs for labelling, bottles & distribution will apply****



Tequila is a popular spirit used in many different cocktails, like the Margarita, Paloma, and the Tequila Sunrise.

Margarita

Ingredients

- 2 oz (60 ml) tequila (preferably blanco or reposado)
- 1 oz (30 ml) lime juice, freshly squeezed
- 1 oz (30 ml) orange liqueur, such as Cointreau or triple sec
- Optional: Agave syrup or simple syrup to sweeten, if desired
- Ice
- Salt for rimming the glass

Paloma

Ingredients

- 2 oz (60 ml) tequila (blanco or reposado)
- ½ oz (15 ml) lime juice, freshly squeezed
- 4 oz (120 ml) grapefruit soda
- Ice
- Salt for rimming the glass (optional)
- Garnish: Grapefruit or lime wedge

Tequila Sunrise

Ingredients

- 2 oz (60 ml) tequila
- 4 oz (120 ml) orange juice, freshly squeezed if possible
- ½ oz (15 ml) grenadine
- Ice
- Garnish: Orange slice & maraschino cherry



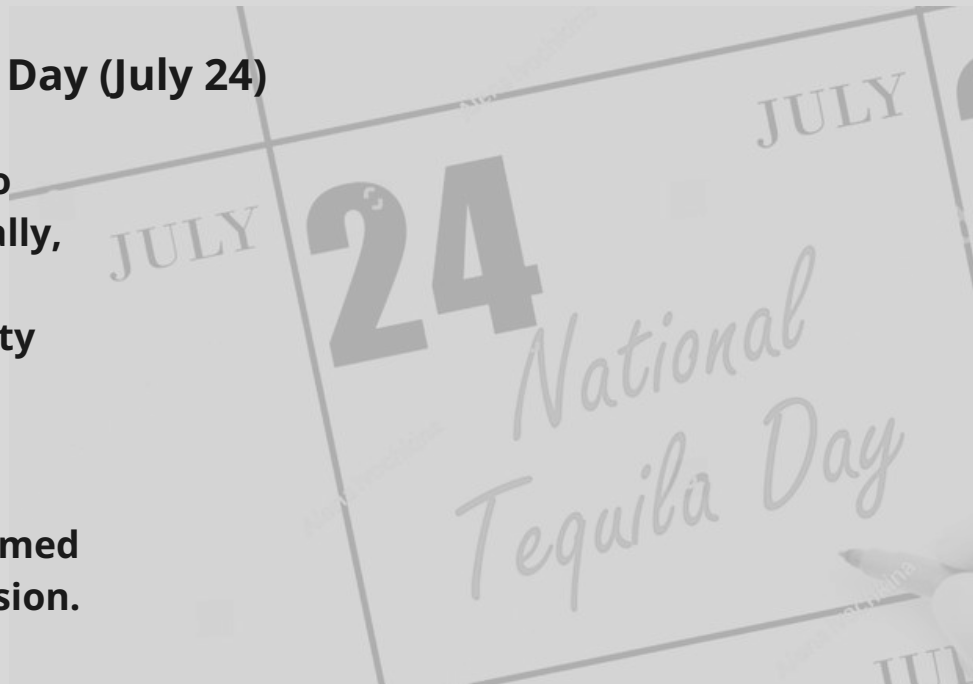
Tequila is deeply intertwined with Mexican culture and is often associated with specific holidays, celebrations, and events.

Here are some of the most notable celebrations.

International Tequila Day (July 24)

This is a day dedicated to celebrating tequila globally, particularly in the U.S., where tequila's popularity is immense.

Bars and restaurants often offer specials, tequila tastings, and themed events to mark the occasion.



Cinco de Mayo (May 5)

Although often mistaken for Mexico's Independence Day, Cinco de Mayo commemorates the Mexican victory over French forces at the Battle of Puebla.

In the U.S., this day is widely celebrated with Mexican-themed parties and drinks, including tequila-based cocktails like Margaritas and Palomas.



PRODUCTION TERMINOLOGY

- **AUTOCLAVE:** A pressure cooker used to steam agave for faster cooking compared to traditional ovens.
- **HORNOS:** Traditional brick or clay ovens used to slow-cook agave.
- **MOSTO:** The juice extracted from agave that will ferment into alcohol.
- **ORDINARIO:** The liquid obtained after the first distillation of tequila.
- **100% DE AGAVE:** Tequila made exclusively from blue agave sugars.
- **CRT (Consejo Regulator del Tequila):** The regulatory body that oversees tequila production to ensure compliance with standards of origin and quality.
- **NOM (Norma Oficial Mexicana):** The official Mexican standard that certifies the authenticity and quality of tequila. Each NOM number identifies the distillery where the tequila was produced.
- **DO (Denomination of Origin):** A certification indicating that tequila must be produced in specific regions of Mexico to be legally recognized as tequila.
- **JIMADOR:** A skilled laborer who harvests agave plants for tequila production.
- **PIÑA:** The core of the blue agave plant, which is roasted to produce fermentable sugars for tequila.
- **TAHONA:** A traditional stone wheel used to crush roasted agave to extract its juices.
- **AGAVE AZUL:** Blue Weber agave, the only type of agave used to produce tequila.



CASK-SPECIFIC TERMS

- **EX-BOURBON CASKS:** Casks previously used for aging bourbon, commonly repurposed to age tequila, imparting notes of vanilla and caramel.
- **OAK CASKS:** Wooden barrels (often American or French oak) used for aging tequila, contributing to flavour development.
- **CASK FINISHING:** The process of aging tequila in a secondary cask (e.g., wine, sherry) to enhance flavour complexity.
- **BARRICA:** The barrel or cask used for aging tequila.
- **ROBLE:** Oak wood, often used for barrels.
- **CHARRED BARRELS:** Barrels that have been toasted or burned to influence the flavour of the tequila.

AGING CLASSIFICATIONS

- **BLANCO:** Unaged or aged for up to two months, offering fresh and crisp agave flavours.
- **REPOSADO:** Aged between 2-12 months, with a balanced flavour profile of agave and wood.
- **ANEJO:** Aged between 1-3 years, characterized by rich and complex flavours.
- **EXTRA ANEJO:** Aged over three years, offering luxurious and deep flavour profile.
- **CRISTALINO:** A clear tequila that has been aged and then filtered to remove colour while retaining aged flavours.



FLAVOUR AND TASTING NOTES

- **AGAVE-FORWARD:** A descriptor for tequila that highlights the natural flavour of the agave.
- **HERBACEOUS:** A flavour profile reminiscent of herbs and grass, often found in Blanco tequilas.
- **CITRUSY:** A tasting note featuring lemon, lime, or orange characteristics.
- **EARTHY:** A term describing flavours like soil, minerals, or wood.
- **SPICY:** Notes of pepper, cinnamon, or other spices in the flavour or finish.
- **TERROIR:** The environmental factors (e.g., soil, climate) influencing the flavour of agave and tequila.
- **PALENQUE:** A distillation facility, particularly for artisanal tequila.
- **NOSE:** The aroma profile of a tequila, which can include notes of citrus, vanilla, or pepper.
- **FINISH:** The lingering taste after sipping tequila, ranging from smooth and sweet to spicy and bold.

REGULATORY AND TAX TERMS

- **CRT CERTIFICATION:** Ensures the tequila's authenticity and adherence to production standards.
- **EXCISE TAX:** A tax levied on alcohol, deferred while tequila is stored under bond.
- **VAT (Value Added Tax):** Applicable to tequila when sold or exported.

INVESTMENT AND FINANCIAL TERMS

- **ASSET-BACKED INVESTMENT:** Investments tied to tangible assets, like tequila casks, offering intrinsic value and growth potential.
- **CAPITAL APPRECIATION:** The increase in the market value of tequila as it matures and gains exclusivity.
- **EXIT STRATEGY:** Methods for investors to realize returns, such as selling aged tequila to distilleries or private collectors.
- **DIVERSIFIED PORTFOLIO:** Including tequila casks as an alternative investment to balance risk and returns.
- **UNDER BOND:** Storing tequila in a regulated warehouse to defer taxes until it is sold.

REGIONAL AND CULTURAL JARGON

- **TEQUILERO/A:** A tequila maker or producer.
- **JALISCO:** The primary state in Mexico where most tequila is produced.
- **HIGHLAND TEQUILA:** Tequila produced in the highlands of Jalisco, known for its sweeter and fruitier flavour profiles.
- **LOWLAND TEQUILA:** Tequila from the lowlands, often more herbaceous and earthy.
- **TEQUILA TRAIL:** A region in Jalisco showcasing historic distilleries and agave fields, celebrating tequila heritage

MISCELLANEOUS TERMS

- **COA:** A specialized tool used to harvest agave by cutting the leaves off the piña.
- **PULQUE:** A traditional Mexican alcoholic beverage made from fermented agave sap, not distilled.
- **MEZCAL:** A broader category of spirits made from various types of agave, distinct from tequila
- **TEQUILA 100% AGAVE:** Tequila made entirely from blue Weber agave, without additives or sugar.
- **MIXTO:** Tequila made with at least 51% agave sugars and the rest from other sugars.
- **AGED TEQUILA ASSET:** A term referring to tequila that appreciates in value during its maturation period in casks.
- **SIPPING TEQUILA:** Premium tequila meant to be enjoyed neat or on the rocks, emphasizing its flavour complexity.



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Golden Dram

BOOK A CONSULTATION

If you like what you have read so far or perhaps have more questions, please reach out to us via the website or contact us using the below details, to discuss with the team at Golden Dram.

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