



Whisky Redefined



At **Meta Dram**, we are driven by our passion for whisky, Scottish craft spirits and our commitment to modernise the industry through innovation. Our journey began with a keen eye on the evolving landscape of whisky, identifying opportunities amidst challenges. Our mission is to bridge the gap between businesses and consumers, leveraging technology to redefine whisky ownership and enhance the overall whisky experience.



EXECUTIVE SUMMARY

22m 

Some 22 million casks lie maturing in warehouses in Scotland waiting to be discovered – that is around 12bn 70cl bottles.

Seeing the Potential in Scottish Whisky

We believe there are several significant steps required to bring the potential of Meta Dram to the fore.

- 1. Sourcing Casks:** We buy casks directly from distilleries and selected partners.
- 2. Secure Storage:** Every cask finds its home in a secure HMRC bonded warehouse facility.
- 3. Cask Fractionalisation:** We divide the cask into separate digital certificates. These Digital certificates are stored on the blockchain, guaranteeing transparency, ownership and security.
- 4. Complete Transparency:** Every step of the way, the product's authenticity is ensured, ownership is verified, and the journey to maturation is meticulously recorded on the blockchain. This process remains tamper-proof, smooth, and completely transparent.
- 5. Meta Dram Liquid:** Our liquids falls into three categories Landmark, Signature and mature cask
- 6. Marketplace:** Customers can easily purchase liquid through an innovative marketplace. Each transaction is recorded on the blockchain for complete transparency.
- 7. Flexible Trading:** Customers have the freedom to trade liquid purchases during the maturation process. Alternatively, they can wait for maturation to complete and then redeem the physical liquid which will be bottled. Delivery will be made to the registered custodian of the liquid.



A New Era for Whisky Enthusiasts

At Meta Dram, we are not just about whisky; we are about progress. Our dedication to exploring new avenues, building strong relationships, and leaving a positive impact on the whisky industry drives our product.

Meta Dram purchases casks, ensures their secure storage, creating digital certificates for each liquid transaction, enabling easy purchasing and trading, and maintains an unwavering commitment to transparency and integrity throughout the journey from cask to bottle.



TECHNOLOGY

The *Whisky* Blockchain Revolution

We believe the utilisation of **blockchain technology** when combined with the other services has the potential and traction to evolve the industry for the foreseeable future. We have set up and verified NFT platform in order for us to create NFTs for our whisky portfolio. Creating and distributing NFTs gives **Meta Dram** access to a growing market of active investors whilst also giving our business an element of cash flow to allow us to implement other elements of our business structure to maximise long term effectiveness.

We believe the technology can extend to the purchasing and ownership of whisky within the industry. There has been a lot of coverage surrounding Cryptocurrencies and the Blockchain in the last decade globally. Meta Dram has a firm belief that blockchain technology can be used for good and advancement on a global level. BlockBar represents the very beginning of what is possible when looking at this alternative angle in whisky ownership. NFTs have been subject to a lot of speculation and associated with what is dubbed the meme generation, however their core use is one that very much applies to the industry.

We plan to market the whisky NFTs to a global audience of whisky enthusiasts and investors, leveraging social media, influencer partnerships, and events to create buzz and generate interest. We believe that our innovative approach to combining whisky and NFTs will appeal to a broad range of collectors and investors, including those who are new to both whisky and NFTs.



Security
Transparency
Ownership
Future proof

WHO WE ARE



A Story

behind every cask

Meta Dram is a family company pioneering the fusion between technology and tradition.

Pioneering Change in the Whisky Industry

At **Meta Dram**, we are driven by our passion for whisky, Scottish craft spirits and our commitment to modernise the industry through innovation. Our journey began with a keen eye on the evolving landscape of whisky whilst identifying opportunities amidst challenges. Our mission is to bridge the gap between businesses and consumers, leveraging technology to redefine whisky ownership and enhance the overall whisky experience.

Meta Dram acts as a bridge between the past and the future within the spirits industry.

Landmark
Signature
Mature Cask



OPPORTUNITY

The Scottish Whisky market was valued at \$5.5 billion in 2020 and is set to reach \$8 billion by 2027. The uphill struggle for many distilleries within Scotland is sourcing the external goods and services associated with the whisky making process and implementing the tools and strategies to capitalise on growing demand.

Bridging the gaps within the whisky industry with a vibrant and unique approach.

The Solution

Meta Dram is a new innovative company operating within the whisky industry with a combined three point product plan that we believe will service and more importantly drive industry development and evolution.



1 Cask sourcing Owning and supplying casks removes not only a significant barrier to entry but places **Meta Dram** in a position of authority and control when conducting future transactions. **Meta Dram** will use its network within the industry to open doors to future opportunities, allowing new marketplaces to evolve.



2 Warehouse facility As the business develops **Meta Dram** will open bespoke storage and warehouse facilities to act as the hub for the operation in line with HMRC regulations. The warehouse will act as the flagship to the overall operation of the business and represent the physical nature of our services



3 Blockchain development and NFT distribution We want to target the B2C marketplace using modern and globalised techniques that provide transparency, security and allow future ventures and developments to thrive. Non Fungable Tokens allow **Meta Dram** to drive this business model forward.



Meta Dram aims to bring the best of whisky & cutting edge technology harmoniously together



Target Market

In relation to our future business partners, our target is to collaborate with distilleries and whisky based firms who have access to liquid on scale but require alternative methods of distribution. Our extensive network of stakeholders within the whisky industry has given us a significant head start in conducting our operations.

Due to the considerable product lifecycle from cask to bottle, distilleries have in the past found innovative ways to cashflow their whisky operations. A prime example being distilleries selling casks to independent traders and brokers who then sell it on as part of an overall investment portfolio. Limiting the ability for distilleries to obtain future value of the liquid.

Meta Dram have created a product and service that tackles both the issues above, synergising market demands and providing the necessary solutions for long term stability. To add to this Meta Dram also has the technical experience and knowhow to significantly drive new methods for the end consumer to purchase liquid in the ever expanding global market

Brokerages and distilleries require storage for whisky casks in order to mature the product for the necessary period of time. Due to the expansion of global demand there is now a shortage of available warehouse space within Scotland to house the numbers required to make it a sustainable venture.

53

There are 53 bottles of Scotch Whisky exported every second to markets all over the world

20%

Scotch whisky accounts for around 20% of all UK food and drink exports

25%

The volume of Scotch whisky exports has increased by over 25% in the past decade



INDUSTRY FACTS

To evidence the previous section of this document we have put together some key facts around the mechanics of the industry as it stands today that Meta Dram believes showcase the potential of the business model.

£6bn 

Scotch whisky exports grow to over £6bn

143 

There are currently 143 operating Scotch Whisky distilleries across Scotland (March 2023)

22m 

Some 22 million casks lie maturing in warehouses in Scotland waiting to be discovered – that is around 12bn 70cl bottles

17  **+ NFTs**

BlockBar set up a specialist NFT company have now attracted 17 whisky brands to work with them on future NFT collections to sell highlighting the shift in market traditions

3 yrs 

To be called Scotch Whisky, the spirit must mature in oak casks in Scotland for at least 3 years



A global export rise will naturally see an increase in the demand for storage

GLOBAL GROWTH

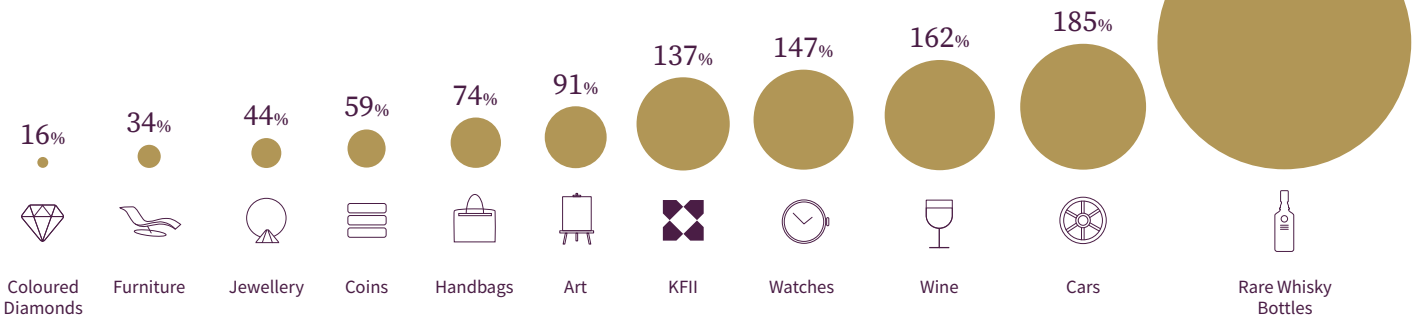
In the prevailing economic climate, whisky emerges as a compelling secure asset, particularly in the context of inflation. As demonstrated in the referenced article, whisky holds intrinsic qualities that can act as a hedge against the erosive effects of faltering economies. Its limited supply and enduring global demand make it a tangible asset with the potential to preserve value over time. While traditional assets like stocks and bonds might falter in inflationary environments, whisky's supply and demand matrix mixed with its cultural significance enhance its allure.

Inflation Busters

Whisky's dual nature as both a luxury beverage and a collectible asset adds to its appeal. Collectors and connoisseurs actively seek out rare and aged bottles, driving prices higher. This market behaviour underscores whisky's potential for appreciation, making it a prudent choice for investors seeking a tangible store of value that can withstand the corrosive impact of inflation.

Moreover, whisky's historical resilience during economic upheavals further supports its investment viability. From times of prohibition to financial crises, whisky has maintained its appeal and value. This track record offers a degree of reassurance for investors navigating uncertain economic waters.

In sum, whisky's combination of scarcity, cultural significance, historical resilience, and potential for appreciation positions it as a worthwhile investment amidst inflationary pressures. However, like any investment, due diligence is essential, and potential investors should conduct thorough research and seek expert advice to make informed decisions tailored to their financial goals.



25%

The volume of Scotch whisky exports has increased by over 25% in the past decade.

20%

Scotch whisky accounts for around 20% of all UK food and drink exports.

53

There are 53 bottles of Scotch Whisky exported every second to markets all over the world

95%

The Scottish whisky industry is committed to sustainability, with over 95% of its by-products recycled or reused, and many distilleries now using renewable energy sources.



21%

in the first nine months of 2022 on bottles between £100 and £1000

12%

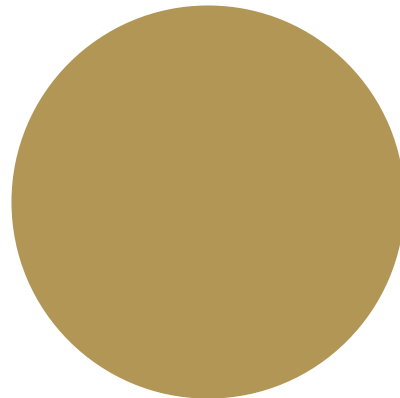
The annual return on a cask of fine whisky



Some
22m
casks lie maturing in
warehouses in Scotland
waiting to be discovered –
that is around 12bn
70cl bottles



143
There are currently 143
operating Scotch Whisky
distilleries across Scotland
(March 2023)



NEW ERA OF WHISKY OWNERSHIP

Meta Dram Cask portfolio

In line with our innovative product range, **Landmark, Signature** and **Mature Cask**, Meta Dram's portfolio is harmoniously diversified to include whiskies of different ages, regions, and flavour profiles. This diversity is a key to our value proposition, providing individuals with an opportunity to own a piece of whisky history that resonates with their interests. With the blockchain's integration and a diverse yet limited collection, **Meta Dram** not only introduces a new era of whisky ownership but elevates the whisky experience for connoisseurs and collectors alike.

The Meta Dram cask portfolio stands as a testament to our commitment to innovation and transparency, as each cask's journey will be securely recorded on the blockchain. This integration leverages the power of technology to enhance every aspect of our whisky collection. By digitally storing cask information, provenance, and ownership details, we ensure an immutable and auditable record that instil confidence in both investors and enthusiasts.

The blockchain's benefits are profound. It ensures that each cask's history, from sourcing to maturation, is traceable and tamper-proof, fostering a level of trust that has been previously unparalleled in the whisky industry. Additionally, the integration of blockchain technology enables fractional ownership, allowing multiple investors to collectively own a cask, thus democratising the ownership experience.

Our diverse but curated collection is meticulously assembled based on the strategic pillars outlined in our approach within the industry. Our team's industry expertise and relationships enable us to source premium casks, guaranteeing exceptional quality. The selection process is guided by a commitment to representing various whisky styles and profiles, ensuring our limited brand collections caters to a wide range of palates and preferences.



Using blockchain technology to split cask ownership



All transactions securely stored on the blockchain



Diverse range of casks to represent the market demands

25%

The volume of Scotch whisky exports has increased by over 25% in the past decade

Meta Dram Landmark Spitfire edition



A story behind every cask

Introducing the Meta Dram Editions: Combining rare and fine casks with historic, sporting and /or iconic moments in time, whilst enhancing some mature casks to create unique and prestigious whisky brands.



LIMITED RELEASES

Meta Dram Editions

Meta Dram Landmark Spitfire edition:

In a profound tribute to history's valiant heroes, we proudly present the Meta Dram Landmark Edition – a limited release of only 257 bottles. Each bottle symbolizes the unwavering valor of the Supermarine Spitfire pilots who bravely defended our skies during Battle of Britain. In honoring these heroes, we commemorate each of the 257 Spitfires that were shot down in the line of duty.

But this is not just a whisky; it's a unique fusion of liquid artistry and cutting-edge technology. Each bottle comes with an exclusive NFT artwork, providing intricate details about the specific Spitfire it represents. It's a piece of history, a work of art, and a whisky to

be cherished. For this special Landmark Edition, we've carefully selected Orkney 12-year-old single malt—a whisky known for its rich complexity and timeless character. This rare blend embodies the dedication and craftsmanship that defines the Meta Dram Edition Series.

As we embark on this journey of whisky reimagined, we invite you to join us in raising a glass to those who soared high in the skies and to those who appreciate the finer things in life. The Meta Dram Landmark Edition is more than a bottle; it's a testament to history, a celebration of art, and an embodiment of the whisky experience redefined.

Landmark:

Crafted with meticulous care and aged to perfection, the Landmark Edition represents a profound tribute to the historic events and special moments that have shaped our world. Each bottle is a testament to the artistry of whisky-making, with a limited number available, ensuring not only its intrinsic value but also its ability to make a resounding statement. Every sip is a journey through time, giving us an appreciation of past events.

Signature:

Our Signature Edition is the embodiment of liquid artistry. Carefully hand-selected and thoughtfully finished in bespoke casks, this edition showcases the essence of our distillery's signature craftsmanship. The result is a one-of-a-kind whisky, a masterpiece of flavor and character that will never be replicated. Each bottle is a testament to the expertise and dedication of our master blenders, creating a legacy of taste that will forever remain unparalleled

Mature Cask:

For the true connoisseur, the Mature Cask Edition is a masterpiece of provenance and maturity. We meticulously identify casks with a storied history, allowing them to mature gracefully before being bottled. This edition is a tribute to the discerning palate, delivering a whisky that embodies the depth and complexity sought by aficionados. With every sip, you embark on a journey through the heart of whisky-making tradition, savoring the wisdom of time and the art of cask selection.

Each bottle encapsulates a narrative that speaks to centuries-old craftsmanship, while embracing cutting-edge technology. What truly sets our Signature Series apart is the seamless integration of blockchain technology. Every bottle comes with a unique Non-Fungible Token (NFT), bridging the physical and digital realms, ensuring provenance, and enhancing authenticity for collectors.

The Meta Dram Edition Series Whisky isn't just a drink; it's an investment in the legacy of whisky ownership. It's an invitation to partake in a tradition that knows no borders, with a future-focused twist.

Meta Dram Mature Casks



Meta Dram Signature



Tradable on our marketplace



Full transparent recording of ownership



Tied to significant occasions in sporting history

£700 per bottle

Landmark Spitfire Edition



A

Golden Opportunity

Whisky, particularly **Meta Dram**, emerges as an exceptional opportunity, leveraging its strengths to harness exciting prospects. Meta Dram's pioneering approach, integrating blockchain and NFTs with tradition, positions it uniquely within the industry. The company's robust network, crafted by seasoned professionals, enhances its competitive advantage, while direct cask ownership bolsters its authority in negotiations

In a burgeoning whisky market, Meta Dram's timing is opportune, allowing it to secure a strong foothold. The innovative introduction of limited editions for whisky casks allows Meta Dram to tap into modern investment trends, broadening its appeal to both collectors and investors.

Amid challenges, Meta Dram's strengths and strategic opportunities paint a compelling future. With an elegant synergy of tradition and innovation, Meta Dram stands ready to make an enduring impact in the whisky landscape, beckoning investors and enthusiasts to embark on an exciting journey.