

CONTACTS:

Dan Cohen
Beam Global Spirits & Wine
847-948-8888
dan.cohen@beamglobal.com

Colleen Lies
JSH&A Public Relations
630-916-3031
colleen@jsha.com

INVESTING IN LIQUID ASSETS TIP SHEET

From stocks and bonds to race horses and fine spirits, investments come in many different forms. Laphroaig® and Ardmores® Single Malt Scotch Whiskies offer the following suggestions for those considering an addition to their spirits portfolio.

1. **Do Your Research:** With so many luxury whiskies to choose from, it is important to do your homework. Consider joining whisky groups such as the Friends of Laphroaig (www.laphroaig.com) or the Scotch Malt Whisky Society to learn more about the history and heritage of different distilleries; understand the fine nuances between blended and single malt Scotch whisky; and gain first-hand access to new bottlings. Auction houses like Christie's also offer tips on the most notable liquid assets and recommend honing your expertise by exploring the wide array of related literature.
2. **Explore Limited-Edition and Discontinued Bottlings:** For whisky enthusiasts, collectors and investors, there is a growing investment interest in rare whisky bottles. Like Ardmores 30 Year Old, many limited-edition bottlings are hand-crafted in small quantities. These expressions tend to be more highly regarded due to their rarity and exclusivity in particular markets.
3. **Consider the Age:** Age is no guarantee of quality in a whisky, but if the whisky is a particularly rare expression it will be worth the money. Christie's has found that the oldest whiskies and limited-edition bottlings most sharply appreciate in value.
4. **Protect Your Investment:** Store the bottles in a cool, dry location and on a standard bottle rack. Check on your investment periodically, turning the bottle slightly to keep the inside cork moist. Dry corks crack, allowing air to enter and alcohol to escape. Any leakage means that air has entered the bottle and the alcohol inside may be evaporating.
5. **Enjoy the Spirit:** Unlike wine, which needs to be enjoyed immediately after opening, Scotch can be sipped and savored throughout the year. The complexity of Laphroaig 25 Year Old and long finish of Ardmores 30 Year Old will round out your portfolio as two liquid assets you don't mind opening. Once you've finished the bottle, remove the label and place in a spirits journal, documenting the occasion(s) on which you savored your investment and the defining qualities you most enjoyed.

###

drink smart®

Laphroaig® Single Malt Scotch Whisky, 51.2% alc./vol.
©2009 Laphroaig Import Company, Deerfield, IL

Ardmores® Highland Single Malt Scotch Whisky, 53.7% Alc./Vol.
©2009 Ardmores Import Company, Deerfield, IL.