

We are inviting fans from around the world to invest in Highclere Castle Gin. As one of the fastest growing and most awarded gin brands in the world, Highclere Castle Gin is seeking investors and brand ambassadors to join in the legacy of Highclere Castle, known to many as the ‘real Downton Abbey’. We invite you to participate in this very rare and special opportunity and hope that you will share our link with your friends who may be Downton fans, Highclere Castle fans or lovers of our award-winning gin.

**To learn more and reserve your position in the Highclere Castle Gin crowdfund, click here:**

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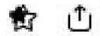
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# Highclere Castle Gin



Dominating the spirits industry with an award-winning gin.



**\$61,350**

Total reserved

**92**

Reservations

Reserve your spot now to ensure you can invest when Highclere Castle Gin starts the offering.

Play



Reserve Highclere Castle Gin

\$150 minimum investment

Highlights

Bonus perks ⓘ

**10+ employees**

Company has 10 or more employees on payroll

**\$1M+ revenue**

Company had over \$1M in revenue in the past 12 months

**\$5M+ raised**

Company has previously raised over \$5M in capital



Born from Highclere Castle, known to millions as "The Real Downton Abbey"

Multiple 90+ scores with over 30 Gold & Platinum Awards

95% growth YTD (2020-2021)

Available in 3,800+ premium restaurants, hotels and liquor stores (Jan '22)

E-commerce in 40 US States, the UK and 27 EU countries

Featured in Forbes, Fortune, Robb Report, People Magazine and others

\$6M+ in market retail sales since launch in 2019

**Problem****The gin brand experience has been stale for decades**

Do you know the story of Tanqueray, Bombay or Hendricks? Think carefully...

Neither do we. The majority of gins consumed are brands without story, passion, and most importantly authenticity; the gin brand experience has been stale for decades. Many mass market brands are akin to the "fast food" of spirits.

The craft movement is gaining market share because consumer trends favor products that don't have artificial ingredients, flavorings, sugar substitutes or colorings. Consumers desire sustainable production practices, responsible entrepreneurship and affordable luxury.

The gin market is exploding with growth yet lacks the vibrant brands to satiate market demand.

**Solution****Highclere Castle Gin**

**An award-winning spirit that checks all the boxes**

If Highclere Castle Gin launches an offering and you complete an investment, you may receive perks:

**Reserve Receive****\$150**

Raffle Drawing for a VIP trip for 2 to Highclere Castle (1 entry)

See FAQ for raffle details

Virtual Cocktail Masterclass

**Reserve Receive****\$500**

Raffle Drawing for VIP trip for 2 to Highclere Castle (10 total entries)

Classic Cocktail Booklet

Virtual Cocktail Masterclass

**Reserve Receive****\$1,000**

—MOST POPULAR—

Raffle Drawing for VIP trip for 2 to Highclere Castle (100 total entries)

Virtual Cocktail Party with Co-Founders

Collectable Highclere Castle Gin pin

Classic Cocktail Booklet

Virtual Cocktail Masterclass

**Reserve Receive****\$5,000**

Raffle Drawing for VIP trip for 2 to Highclere Castle (200 total entries)

Signed copy of Lady Carnarvon's new book, Seasons at Highclere

Virtual Cocktail Party with Co-Founders

Collectable Highclere Castle Gin pin

Classic Cocktail Booklet

Virtual Cocktail Masterclass

**Reserve Receive****\$10,000**

Raffle Drawing for VIP trip for 2 to Highclere Castle (500 total entries)

Signed copy of Lady Carnarvon's new book, Seasons at Highclere

Signed bottle of Highclere

Highclere Castle Gin merges craft quality with built-in global awareness, an internationally award-winning flavor, a compelling authentic story, history, prestige, and lifestyle in a glass.



Vodka is dead; gin is in, with super-premium gin appreciating record breaking annual growth of 31.7%. Consumers are bored of vodka and gin brands born in corporate boardrooms. Highclere Castle Gin is exactly what the modern-day consumer is seeking, because Highclere is an experiential brand purchase. The Highclere Castle Gin experience solves the gin problem in a way that competing brands can't.

Upon considering this investment, we invite you to taste Highclere Castle Gin. We are... [Read more](#)

### Product

#### What makes Highclere the perfect gin?

A traditional London Dry Gin

No added sugar, flavorings, or artificial ingredients

A modern citrus forward flavor profile

Featuring sophisticated floral, spice, and juniper notes

Blossoms on the rocks, elevates cocktails

- Castle Gin by Lord & Lady Carnarvon inside a Special Edition Gift Box (supplies limited)
- Virtual Cocktail Party with Co-Founders
- Collectable Highclere Castle Gin pin
- Classic Cocktail Booklet
- Virtual Cocktail Masterclass

#### Reserve Receive

- \$25,000** Raffle Drawing for VIP trip for 2 to Highclere Castle (1,500 total entries)
- Signed copy of Lady Carnarvon's new book, Seasons at Highclere
- Signed bottle of Highclere Castle Gin by Lord & Lady Carnarvon inside a Special Edition Gift Box (supplies limited)
- Virtual Cocktail Party with Co-Founders
- Collectable Highclere Castle Gin pin
- Classic Cocktail Booklet
- Virtual Cocktail Masterclass

#### Reserve Receive

- \$50,000** Raffle Drawing for VIP trip for 2 to Highclere Castle (3500 total entries)
- Signed copy of Lady Carnarvon's new book, Seasons at Highclere
- Signed bottle of Highclere Castle Gin by Lord & Lady Carnarvon inside a Special Edition Gift Box (supplies limited)
- Virtual Cocktail Party with Co-Founders
- Collectable Highclere Castle Gin pin
- Classic Cocktail Booklet
- Virtual Cocktail Masterclass

#### Reserve Receive

- \$100,000** Invitation for (2) Exclusive Cocktail Party at Highclere Castle



**The Highclere Castle Gin proprietary recipe & design includes:**

- 10 hand-selected botanicals
- Distilled from English-grown wheat in England's oldest gin distillery
- Citrus from Highclere's Victorian era orangery
- Lavender grown in the Estate's walled Monk's Garden, planted in the 9th century by the Bishop of Winchester
- Highclere is the first gin in the world to use oats\*
- The packaging has won numerous design awards and is manufactured in England

MSRP Target Price: \$40 | £40 |... Read more

- Signed copy of Lady Carnarvon's new book, Seasons at Highclere
- Signed bottle of Highclere Castle Gin by Lord & Lady Carnarvon inside a Special Edition Gift Box (supplies limited)
- Virtual Cocktail Party with Co-Founders
- Collectible Highclere Castle Gin pin
- Classic Cocktail Booklet
- Virtual Cocktail Masterclass

**Reserve Receive**

- \$250,000ip for 2 to London & Highclere Castle - 4 nights/5 days
- Invitation for 2: Exclusive Cocktail Party at Highclere Castle
- Signed copy of Lady Carnarvon's new book, Seasons at Highclere
- Signed bottle of Highclere Castle Gin by Lord & Lady Carnarvon inside a Special Edition Gift Box (supplies limited)
- Virtual Cocktail Party with Co-Founders
- Collectible Highclere Castle Gin pin
- Classic Cocktail Booklet
- Virtual Cocktail Masterclass

**Traction**

**Highclere Castle Gin sales growth**

YoY 2020-2021 case sales trending up





**Available in 25 US and 6 European markets**  
E-Commerce: 40 US markets & 27 EU markets



- Successfully raised \$5.7M in Series A
  - Over 150,000 bottles sold in less than 2 years with a market retail value of over \$6M
  - Featured in many of the finest hotels and restaurants around the world
  - Distribution in 25 US Markets, UK, Denmark, France, Switzerland, Poland & Malta
  - Launched E-Commerce platform, home delivery to 40 US States, 27 EU Countries, & UK
  - E-Commerce sales show 25% of customers purchase more than 1 bottle per order, indicating strong loyalty and reorder rates
  - E-commerce represents 10% of total sales with growth projected to quadruple in 2022
  - Active new distribution
- ... Read more

## Customers

**What the world is saving...**

**Khalid Williams**

*Mixologist & Bartender of the Year—Connecticut*

"I can say, as a professional bartender, that this product has become indispensable. The ability to let a gin stand alone is not often found...the ability for a gin that can stand alone and make world class unmistakable cocktails has not been found in any other product that I've used."



**Thandi Walton**

*Cocktail Curator/Bar Manager Thompson Buckhead—Atlanta*

"The flavor is amazing, Highclere Castle Gin is palate pleasing. It makes a delicious martini. The bottle is not only pretty, it's also bartender friendly, fitting into the well for those Highclere Castle Gin cocktails that are always on my cocktail menu."



**Robert Grimaldi**

*Managing Director, CAMPANIA*

"... Read more



**Business model**

**Operating within a 2-tier system**

### Distribution system

1. The product is distilled and bottled in England.
2. The company exports product from the United Kingdom to warehouses in North America and Europe, where it is then sold directly to distributors and wholesalers who operate in their respective markets.
3. A distributor offers logistics, warehousing, a sales team, and product delivery. Distributors sell directly to liquor stores/retailers (off-premise), as well as to restaurants, hotels, bars, country clubs (on-premise) etc.

Consumers are exposed to the brand in various ways upon entering the above locations. Highclere Castle Spirits works to market the product successfully in partnership with the distributors to retail/restaurant locations.

Highclere Castle Spirits... [Read more](#)

## Market

### Spirit industry global market & gross margins





\*\* Internal estimates and/or calculations

The Spirit's industry can be characterized by rapid innovation in a globalized setting. The largest growth segment of gin is *Super Premium*, driving growth for the entire gin market.

The global gin market is estimated at \$9.86B in 2021, and is on pace to reach \$11.2B by 2024. In comparison, spirits as a category are projected to grow 1% in the same time period. Super premium gin, alongside tequila and whiskey, is one of the few spirits categories adding growth to the spirits industry.

The anticipated direction of the market grants tremendous growth opportunity for new brands. The spirits industry is moving towards a "premiumization" trend, which is reflected in recent M&A...

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## Competition

### Highclere Castle Gin

Occupies a Rare Space in the Spirits Industry





New brands in the market are typically launched from one of the leading global spirit houses or a small craft spirit distillery. The large companies have global distribution, large marketing budgets and often release short term, trend-oriented products or focus on their legacy brands. Craft distilleries who have small production capabilities to emphasize quality product and story often lack significant distribution and marketing resources beyond their local market.

Highclere Castle Gin is unique in that it is a craft brand using botanicals from an estate and distilled in England's oldest gin distillery. However, the company has secured significant distribution in a short... Read more

## Vision

### “M&A is the new R&D”

**Global strategics acquire new brands  
instead of innovating them**

*Strategics are acquiring premium spirits  
at high multiples (10-20x)*

Acquirer	Target
Diageo	<ul style="list-style-type: none"> <li>• Casamigos</li> <li>• Aviation</li> <li>• Don Julio</li> </ul>
Constellation Brands	<ul style="list-style-type: none"> <li>• High West</li> <li>• Casa Noble</li> </ul>
Bacardi	<ul style="list-style-type: none"> <li>• Angels Envy</li> <li>• Patron</li> </ul>

Pernod Ricard

• Avion

## Investors

### \$5.7M raised

in Series A

#### Raj Bhakta

*American Spirits Entrepreneur, Founder of Whistle Pig Whiskey, Founder of Bhakta Armagnac*

"The finest gin on the market. The Highclere Castle brand represents the epitome of prestige, class and quality. It's the only gin I've ever been able to appreciate straight like a whiskey. This combined with the professional management team led to my decision to participate as an investor and advisor. I've been impressed with the journey."



#### Dave Carson

*Former CEO of People's United Bank*

"New companies are always challenged at start-up, but the COVID pandemic was tough. To see the agility of Highclere Castle Spirits management was a lesson in what good management can do to overcome unique challenges. Gives me... Read more



## Founders



**Lord  
Carnarvon**  
*Co-founder*

"We have a long history of great entertaining and memorable parties at Highclere, and our gin epitomizes everything that is great about Highclere.... You touch a bit of Highclere every time you take a sip of this glorious gin. A modern burst of botanical genius with storied history of Highclere Castle and estate. Do come and join us for the next exciting part of our journey, into making Highclere Castle gin among the leading spirits brands on earth."

- Family seat at Highclere Castle since 1679
- Partner & Brand Ambassador in Highclere Castle Spirits
- Entrepreneur & commercial farmer
- Global tastemaker
- Manages the estate farm and tourism business

**Meet Lord Carnarvon:**

Highclere Castle Gin, Episode 3: Garden to Glass with Lord Carnarvon



**Lady**



## Carnarvon Co-founder

Lady Carnarvon is an international taste maker and social influencer. Her... [Read more](#)

### About Highclere Castle Gin

Legal Name	Employees
Highclere Castle Spirits Investments	19
Founded	Website
Dec 20 17	HighclereCastleGin.com
Form	
Connecticut LLC	
Headquarters	
6 Main Street, 121, Centerbrook, CT, United States	

### Highclere Castle Gin Team

Everyone helping build Highclere Castle Gin ,not limited to employees

- |   |  |  |   |
|---|--|--|---|
| <b>Adam von Gootkin</b><br>Co-Founder & Chief Executive Officer | <b>Lord Carnarvon</b><br>Co-Founder & Brand Ambassador | <b>Lady Carnarvon</b><br>Co-Founder & Brand Ambassador | <b>Peter Kowalczyk</b><br>Chief Operating Officer |
| <b>Renee Lemieux</b><br>Chief of Staff                          | <b>Melissa Trotter</b><br>Sales Administrator          | <b>Stefan Kosciukiewicz</b><br>US Sales Manager        | <b>Richard Lamping</b><br>UK Sales Manager        |
| <b>Regina von Gootkin</b><br>Attorney                           | <b>Hannah Gutteridge</b><br>UK Brand Ambassador        | <b>Andrea Miller</b><br>Territory Manager Georgia      | <b>Art Lokar</b><br>Territory Manager Michigan    |
| <b>Linda Lofstrom</b><br>Territory Manager - Illinois           | <b>Chris Van Howten</b><br>Design Consultant           | <b>Catherine Poulin</b><br>US Public Relations         | <b>Ted Yang</b><br>Digital Advertising & Strategy |
| <b>Christine Yang</b><br>Social Media Team                      | <b>Khalid Williams</b><br>Head US Mixologist           | <b>Anna Kurak</b><br>Brand Ambassador - Florida        |   |

### FAQ

Does Highclere Castle Gin have trademark protections in place? >



For investors

For startups

Crypto

Company

Is Highclere Castle Gin Gluten Free?  
Giving everyone access to  
early-stage startup investing

Why invest

Why raise

For investors

About

How it works

Learn

For companies

Journal

Do you own a bottle of Highclere Castle Gin?



FAQ

FAQ

How it works

Events

Risks

Instruments

Token DPA

Contact

Where is Highclere Castle Spirits registered as a company?

Privacy policy

Crowd SAFE

We're hiring!

How do I earn a return?

NEW

Refer a startup, get \$2,500

### Show all FAQ

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Made in SF/ NYC







## Can you vouch for John Doe?

John has applied to raise funding for Company Name on Wefunder and provided your name as a personal reference.

| *Quote goes here*

Wefunder has raised hundreds of millions for startups that later went on to raise over \$5 billion in follow-on funding from venture capitalists.

Can you vouch for John?

VOUCH FOR JOHN

LEARN MORE

### About Wefunder

We help anyone invest as little as \$100 in the startups they believe in. We're also a Public Benefit Corporation with a mission to keep the American dream alive. We aim to help 20,000 founders get off the ground by 2029.

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