

dekantā
デカンター

きよかわ
KIYOKAWA

Bottling and Exit Proposal For Alts.co

Introduction

This document outlines a proposal for ownership of a Kiyokawa Mizunara Cask.

The exit choices are selected with the best sales periods in mind. However, it is important to remain flexible and be guided by market conditions, seasonal trends and the distillery's feedback on the readiness of the liquid.



Kiyokawa Cask Details



Cask: New Japanese Mizunara oak
Est. Fill Volume: 230L
Est. Fill Strength: 63.5% (assumed, to be confirmed)
Est. Annual angel's share: 4.5%
Bottle size: 500ml
Cask Price: $39,000 USD

All terms, protections, and conditions governing this arrangement are detailed in the attached Purchase Agreement.

Kiyokawa Cask Strength Bottling options at both 3, 5 and 8 years

Age	Cask Type	Est. Abv	Est. Fill Volume	Est. RRP	Est. Cask strength Bottles (50cL)	Cask Price	Est. Takehome after dekantā 20%
0	New Japanese Mizunara oak	63.50%	230L	NA	459	$39,000	NA
Age	**Cask Type**	**Est. Abv**	**Est. Fill Volume**	**Est. RRP**	**Est. Cask strength Bottles (50cL)**	**Est. Yield Value USD at CS**	**Est. Takehome after dekantā 20%**
3	New Japanese Mizunara oak	62%	200.3L	$349.99	400	$139,996	$111,996.8
Age	**Cask Type**	**Est. Abv**	**Est. Fill Volume**	**Est. RRP**	**Est. Cask strength Bottles (50cL)**	**Est. Yield Value USD at CS**	**Est. Takehome after dekantā 20%**
5	New Japanese Mizunara oak	61%	182.7L	$419.99	365	$153,296.35	$122,637.08
Age	**Cask Type**	**Est. Abv**	**Est. Fill Volume**	**Est. RRP**	**Est. Cask strength Bottles (50cL)**	**Est. Yield Value USD at CS**	**Est. Takehome after dekantā 20%**
8	New Japanese Mizunara oak	59.50%	159.1L	$499.99 - $599.99	317	$158,496.83 - $190,196.83	$126,797.6 - $152,157.464

Kiyokawa 43% ABV Bottling options at both 3, 5 and 8 years

Age	Cask Type	Est. Abv	Est. Fill Volume	Est. RRP	Est. 43% ABV Bottles (50cl)	Cask Price	Est. Takehome after dekantā 20%
0	New Japanese Mizunara oak	63.50%	230L	NA	676	$39,000	NA
Age	**Cask Type**	**Est. Abv**	**Est. Fill Volume**	**Est. RRP**	**Est. 43% ABV Bottles (50cl)**	**Est. Yield Value USD at 43%**	**Est. Takehome after dekantā 20%**
3	New Japanese Mizunara oak	62%	200.3L	$339.99	576	$195,834.24	$156,667.39
Age	**Cask Type**	**Est. Abv**	**Est. Fill Volume**	**Est. RRP**	**Est. 43% ABV Bottles (50cl)**	**Est. Yield Value USD at 43%**	**Est. Takehome after dekantā 20%**
5	New Japanese Mizunara oak	61%	182.7L	$399.99	518	$207,194.82	$165,755.86
Age	**Cask Type**	**Est. Abv**	**Est. Fill Volume**	**Est. RRP**	**Est. 43% ABV Bottles (50cl)**	**Est. Yield Value USD at 43%**	**Est. Takehome after dekantā 20%**
8	New Japanese Mizunara oak	59.50%	159.1L	$479.99 - $579.99	439	$210,715.61 - $254,615.61	$168,572.488 - $203,692.48

Disclaimer: The figures presented are projections based on current RRPs (recommended retail prices) and historical case studies. They are indicative only and should not be regarded as a guarantee or forecast of future performance. Actual outcomes may vary depending on market conditions, pricing, demand, and other factors.

What’s Included?

With Kiyokawa the following is included with your cask purchase.

- Indefinite storage and insurance
- Bottling and Labelling Costs
- Label Designs
- White Background Product Photography
- Full launch campaign and marketing materials





Kiyokawa Label Options

When it comes to labelling Kiyokawa bottlings, cask owners have two options. The first is to bottle with the Kiyokawa Distillery's Cask Owner's label template.

The second option is to work with dekantā's award-winning in-house design team to create a truly unique label.

The choice here is yours, however if you're unsure which option is best for you, dekantā is on hand to advise.

***Independent Label Examples**













Extras to Consider

If you're looking to take your bottling and the promotional campaigns that surround it to the next level, there are a couple of added extras that are worth considering.

Walnut Whisky Box w/inscription

Adding a box like those that come with Kiyokawa's official releases brings a premium, elegant feel to your bottling and provides customers with a beautiful display case to store their bottle in.

The front and rear of the box are available for inscription and, should you choose to add a box, dekantā will advise on what copy to put here.

Expected Cost: Approx. $15 USD per box.





Extras to Consider

Enhanced Photography Options

While white background photography is the minimum required to successfully sell your bottles on our platform, enhanced photography options are available in the form of our Studio Photography and Creative Photography packages.

Studio Photography - $950 USD

- Hero, angles, detail shots and label close-ups
- Consistent studio style tailored for premium spirits
- Colour-accurate retouching and glass refinement

Creative Photography - Starting from $2,000 USD

- Custom art direction
- Location or lifestyle shooting
- On-site photographer in Japan

Launch Plan

After the label design phase, which you are invited to be as involved in as you would like to be, dekantā would organise label printing through the Kiyokawa Distillery. Upon receipt of sample labels, imagery of these would be shared with you for feedback. Once both you and dekantā are happy with the labels, a full print run would be initiated.

Once bottles are labelled, dekantā would organise a photoshoot in line with your requirements. The assets created at this time would be used in the promotional campaign of the whisky and would be shared with you for your own use.





Launch Plan

dekantā would then proceed to build a cohesive marketing campaign to be delivered across the following channels:

- Email Marketing to our database of more than 350,000
- On-site Blog Post
- Social Media reels and stories
- 2 x Press Release

The email marketing campaign would consist of multiple touch points with our database, loosely following this structure:

1. Early Access sign-up email
2. Early Access launch
3. Full Launch
4. Paid Advertising Launch
5. Inclusion in our blog
6. Follow up with interested clients
7. Continued promotion through new arrivals and whisky focus emails
8. Inclusion in holiday sales marketing calendar

Sales Forecast

The following is a conservative sales forecast for the bottles resulting from the Kiyokawa Mizunara Cask.

Sales tempo is forecasted rather than guaranteed. While release dates are chosen to offer the best possible chance of selling the bottles quickly, the aim here is to show a sensible case rather than the best case scenario.

Months 1 - 3: 35% of bottles Sold
Months 3 - 6: 25% of bottles Sold
Months 6 - 9: 20% of bottles Sold
Months 9 - 12: 20% of bottles Sold




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