



Jackson Distillers

Jackson Distillers is building a carbon absorbing 20m litres pa grain whisky distillery in the Scottish Borders

Problem: Not enough capacity or innovation in grain whisky, the predominant ingredient in a blended scotch whisky. Consumer trends towards circular, green and provenance not followed by existing grain vendors, whose plants are old and structurally unsuitable.

Solution: A new distillery with modern resource efficient technologies. A modern plant producing 20 m litres per annum: adding capacity to a supply constraint in a long-term growth market. A fully circular supply chain with provenance at its core: local cereals and green energy supply. This leads to a net carbon absorption facility.

Business: JDL will supply a pure alcohol spirit for a higher price than raw materials/production costs: at industry standard price. Contracts are long-term; analysis shows pricing pass-through costs inputs for energy & grain. There is a clear EBITDA achievable

Market: Direct sales to 25+ existing whisky blenders. Bacardi are in talks to take 55-60% of whisky output from launch. Remy-Cointreau are in talks to take 5-10% of output of a neutral spirit from launch. LOI's exist for 75% capacity fill

Accomplishments: Engagement with industry & key customers
Land lease & planning approval
Key build supplier on board: fixed price & deliverable
All key consultancy done: eg carbon modelling
Political support from major influencers: Nat'l & local gov't, SDI, SoSE

Pitch deck: files.dealum.com/2022-10/hr6jyxr7loj...

Team



Nick Laird
Deputy MD

Experience: Commercial - sales, marketing, pricing, margin
Funding - Bank and Shareholder relationships
Exit - company refinancing and selling
Larger company leadership experience



Tommy Leigh
Operations Director

Experience: 34 years in distillery industry
Operations, manufacturing
Process optimisation specialism
Supply chain management



Fabio Giovineti
Non Executive Director

Experience: Premium Spirits investor
Spirits group strategy and exit
Board member at other scotch whisky vendor
Multinational Board experience in spirits industry

Number of team members: 6

Number of employees: 2



David Brown
CEO

Experience: Company formation and growth
Supply chain expertise
Green energy expertise
Land and political connections



David Brown
Commercial Director

Experience: 31 years experience in drinks & whisky industry
Commercial, sales and marketing
Wide network of industry contacts



Jane Stewart
Chair

Experience: Company scale-up
Green investment
Circular economy
Board governance
Equality champion



GREENBACKERS INVESTMENT SHOWCASE

Step: Live Deals
Tags: COP 27 Pitch

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Registered May, 2017

jacksondistillers.co.uk

Country: United Kingdom

www.linkedin.com/company/jacksondistillers

Product-market fit

Other

Food, Beverage & Tobacco, Manufacturing

Combustion engine & turbine, Fuels, fossil or biological
Solar energy

B2B

Capital seeking (£): 50,000,000 - 55,000,000

Funding stage: Series A

Already raised of current funding round (£): 500,000

Minimum ticket size (£): 1,000,000

Pre-money valuation (£): 2,250,000

Registered/incorporated: Yes

Company legal name: Jackson Distillers Limited

Company registration number: SC566716

EIS/SEIS approved: EIS approved

What is your business model?: Other

Primary currency: GBP

Contact: Nick Laird, +44 7802 433360, nlaird@jacksondistillers.co.uk

Second point of contact: Trevor Jackson

Their email: thjackson@jacksondistillers.co.uk

Their phone number: +44 7801 436900

Solution

What stage is your technology at?: Other

Technology readiness level (TRL): TRL 6 - Technology demonstrated in relevant environment

Market

Geographic markets: United Kingdom

What steps have you taken to validate the market?: Experience, market research, direct discussions with potential customers
7 current vendors exist in this market, and they are all well-known in the industry

Tons of high-level research and public data exist on Scotch Whisky production and exports, and its long term growth of 3.5-4.0% per annum

Approximate market size, in millions (£): 800

How did you estimate the market size?: Market research from

- Scotch Whisky Association

- Scotland Food and Drink Association

- Euromonitor

The grain whisky industry supports £5bn Scotch export market (HMRC), which exports globally.

Known industry data from experience and network.

Synthesised through management analysis and experience.

What is the competitive advantage of your company?: Resource efficiency in energy (20% lower than competitors), in water (65% lower), in local grain usage (none do) and in provenance tracking (none do). All of these give a cost, as well as a product, advantage that is not easy to copy.

We are establishing a company that will add 5% to industry capacity at a time when the current industry is over 90% full, and projected 98% full in 2 years (including the JDL capacity).

Which companies do you consider to be your main competitors and why?: The 7 existing grain whisky vendors in Scotland. To be part of Scotch whisky, then the alcohol must be distilled in Scotland; and the industry players are all well known.

There are two big ones owned by the two huge whisky companies - Wm Grant and Diageo. There are 5 smaller ones, mainly owned by other international companies who have whisky in their portfolio.

Business Model

What is your business model type?: Transactional

Can you list, in detail, your sales pipeline for the next six months?: We have letters of intent from a number of major vendors: none will contract with us until they have seen and tested the finished product. We do have a list of prospective customers and their possible volumes below. Our build phase is 2 years, and we plan to speak with more authority to buyers once construction has started.

Company Volume (000 litres per annum)

Bacardi 7,000-10,000 (one third of their purchases) - LOI exists

Marie Brizard 1,500 (10% of their purchases)

Campbell Meyer 1,000

Distel 1,000

Ian MacLeod 1,000

Inverhouse 1,000

Picard VS 1,000

Remy Cointreau 1,000

MacDuff International 500

Bladnoch 120

Whisky Invest 100

Three stills 100

Summerhall 100

East London 100

Douglas Laing 50

Muckle Brig 50

Finance

Monthly burn (£): 5,000

Months of runway: 18

Has the company received any funding or investments to date?: Yes

Type of funding and investments received: Grants, Own Investments
Other

Raising capital: Yes

Capital seeking (£): 50,000,000 - 55,000,000

Funding stage: Series A

Already raised of current funding round (£): 500,000

Minimum ticket size (£): 1,000,000

Do you have a lead investor?: I'm looking for a lead investor

Pre-money valuation (£): 2,250,000

How much are you planning to raise in the future? (£): 0

When are you planning to raise the next funding round(s): Not applicable, unless we look to develop a consumer whisky brand proposition, or to expand production capacity

Strategy

What milestones are you planning to reach with current funding round?: Build of plant and working capital to fund early years of project commencement. We will refinance after go-live, once build is complete and commissioning done.

Sustainable Development Goals: GOAL 5: Gender Equality, GOAL 6: Clean Water and Sanitation

GOAL 7: Affordable and Clean Energy

GOAL 8: Decent Work and Economic Growth

GOAL 9: Industry, Innovation and Infrastructure

GOAL 10: Reduced Inequality

GOAL 13: Climate Action

Explain how your company is contributing to the goal 5 (Gender Equality): We plan to incorporate as a B-Corp, which will institutionalise our parallel objectives for profit, planet and people.

Explain how your company is contributing to the goal 6 (Clean Water and Sanitation): We use substantially lower water than competitors and provide a top-class water effluent from the plant.

Explain how your company is contributing to the goal 7 (Affordable and Clean Energy): We will be available as an anchor for a district heating network, currently under discussion.

Explain how your company is contributing to the goal 8 (Decent Work and Economic Growth): As a B-Corp, we will develop valuable and value adding jobs in an area of poor employment and below-average GDP per capita. We will develop links with local education to bring relevant skills to the fore for future employment.

Explain how your company is contributing to the goal 9 (Industry, Innovation and Infrastructure): JDL will be a novel investment in a well-know and highly successful industry. The last major investment was 10 years ago (subsequently this has had follow-on investments, showing a successful business case), and JDL take this on a step or two in innovation.

Explain how your company is contributing to the goal 10 (Reduced Inequality): As a B-Corp, we will provide Fair Work and assist employment in a low employment and low-GDP-per-capita area of Scotland

Explain how your company is contributing to the goal 13 (Climate Action): We will be a net carbon absorber, using BioGas (from the adjacent Biomethane plant) to generate highly efficient heat - and to use many existing methods, combined in novel ways to reuse as much heat as possible.

What is your exit strategy?: Competitor buyout, Company buyout
IPO/RPO

What is your exit timeline? Explain.: We propose to exit once the plant is up and running and optimised.

Volume and mix of sales are crucial to financial success. The volume is needed by the buyers, although they are also risk-averse, so may take a year or two to persuade to move. The mix of business to manage is important, as smaller customers are more profitable, and contracts are 1-3 years in length. Therefore mix of sales may take a few years to optimise.

We therefore imagine an exit 5-6 years after go-live, with a 2 year facilities & plant build period.
