

Vinoveest Capital Whiskey Fund



Vinoveest's Capital Whiskey Fund on Alto Marketplace opens the door for individual investors to gain exposure to whiskey investments

Vinoveest offers diversification into whiskey where investors can enjoy long-term return potential uncorrelated from public markets.

Investors are increasingly moving to private assets, where AUM has more than doubled in just over ten years. Sectors like venture capital, private equity, and real estate are increasingly making mainstream news headlines, and with the newfound retailization of alternatives, individual investors are increasingly searching for new ways to diversify portfolios. One such way can be to uncork a portfolio's potential with fine wine and rare spirits.

Vinoveest grows investor capital with three pillars of expertise: fund management, technology, and fine wine and spirits

To understand the Vinoveest Capital Whiskey Fund, it may first be helpful to meet the Fund's General Partner (GP), Vinoveest.



Led by co-founder and CEO Anthony Zhang, Vinoveest's strength is in their three-pillar talent stack, combining expertise in active fund management, technology, and fine wine and spirits.

Anthony has successfully founded and sold two previous VC-backed startups, where he honed his skills in managing growth and technology.

Together, the Vinoveest team has spotted an opportunity in fine wine and rare spirits. Values of the wine and whiskey markets have grown in the last decade: 149% and 322%, respectively. Vinoveest is increasing their involvement accordingly. They've accumulated \$100m+ in AUM through their direct investment platform, 75% in wine and 25% in whiskey.

The Vinovest Capital Whiskey Fund creates a compelling new entry point for investors interested in whiskey

The Vinovest Capital Whiskey Fund is a \$30m, five-year, closed-end vehicle in the growing whiskey market.



Source: *Statista, February, 2023*

That growth has resulted in demand increases, pressuring distilleries and their service providers to make more whiskey. But any production increase requires substantial capital. In the past, when investors have stepped in and answered the call to help, their investment has been rewarded when they exit.

Understandably, this may sound interesting to retail investors, as the Vinovest Capital Whiskey Fund offers access to a category that has been known for high barriers to entry, complicated regulations, and niche logistics related to storage and insurance. Vinovest addresses these challenges so that retail investors can finally participate more easily in whiskey investment strategies.

5 reasons investors may consider allocating capital to the Vinovest Capital Whiskey Fund

- 1.** Sector growth
- 2.** Whiskey naturally matures over time
- 3.** Active management and ongoing refinemen
- 4.** Vinovest Capital Whiskey Fund employs a novel approach
- 5.** Whiskey is a tangible asset

Vinovest stands out amongst the fine wine and rare spirits investment sector



Data-driven market analysis and decisive leadership



Already operational relationships that grow value

Consider whiskey an opportunity: Alto and Vinovest can get you started



Alto offers access to alternative assets with their decorrelation from public markets and potential for returns, but we also appreciate alts for their ability to spark conversation and bring people together.

Our research shows that about half of our investors choose diversification vehicles based on their passion and interests just as much as for the potential for returns. And very few assets inspire as much conversation as the opportunities seen in different types of whiskey today.

The Vinovest team has done foundational work that is needed for a potentially successful investment opportunity. They've leveraged their many years of experience in trading wines for profit to diversify into a high-growth market that's continuing to accelerate and reward the capital allocators who use data to navigate challenges intelligently — and with integrity. They've built the relationships needed to identify and capitalize on smaller operational advantages that less astute fund managers would miss. And they're offering the fruits of their work to the public for mutual benefit.

Alto

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