



BARRELGLOBAL

COMPANY PROFILE

About Barrel Global

OUR MISSION IS TO MAKE WHISKEY BARREL OWNERSHIP ACCESSIBLE TO EVERYONE.

Barrel Global offers anyone the opportunity to purchase full barrels of whiskey from leading distilleries around the world. Collectors and enthusiasts thereby get the opportunity to purchase full barrels of whiskey that have not yet reached maturity at a lower price point, hold the whiskey at a secure warehouse whilst it ages and then resell or bottle at a future time of their choosing.



BARRELGLOBAL

Barrel Ownership

THE ULTIMATE WHISKEY EXPERIENCE

For anyone with even the slightest interest in whiskey, the idea of owning an entire barrel of liquid that is silently maturing in a rickhouse has a very romantic allure. Each barrel is a unique asset that has the potential to become a highly prized expression, even if the current acquisition price is that of an entry level release. Just as every bottle of Pappy Van Winkle or Macallan transitioned from clear commodity-grade liquid to the upper echelon of spirits, so too can a barrel purchased by a collector transition to a masterpiece.

Purchasing a full barrel is the pinnacle of whiskey collecting, the ultimate experience. It's an opportunity to become the sole caretaker and decision maker for an expression which will one day leave its mark on the world - and possibly see its name written in the history books. By becoming a barrel owner you have the chance to write your own chapter by determining what the whiskey you purchase will ultimately become.

Whether you hold the barrel for a few years, or several decades; every choice and every decision is yours alone. You can bottle the barrel at any time, or simply sell it to another collector.

Regardless of what you decide, it will be an experience you'll never forget and will keep you coming back for more.



BARRELGLOBAL

Founded by Whisky People

Barrel Global was founded by George Koutsakis, a visionary in the whiskey world who has been at the forefront of the industry for years, pushing beyond conventions to drive whiskey to new heights. His connections with leading distilleries and bottlers around the globe provide the cornerstone upon which the entire Barrel Global platform has been built.



BARRELGLOBAL

George Koutsakis

FOUNDER & CEO

Known throughout the whiskey world, George is one of the most respected and renowned spirits personalities on the planet. Through his writing, courses, live events, partnerships and brands he has helped millions of enthusiasts around the globe experience whisky on a deeper level. His partnership with Jenson Button has fostered the popular Coachbuilt Whisky brand and his impeccable vision has brought the MaltyVerse brand to life, a series that merges single cask whisky with comics in a innovative new way. George heads up our distillery partnerships and sourcing by leveraging his deep seeded relationships in Scotland, Ireland, America, and Japan.



INBARREL

COACHBUILT

BLENDED SCOTCH WHISKY

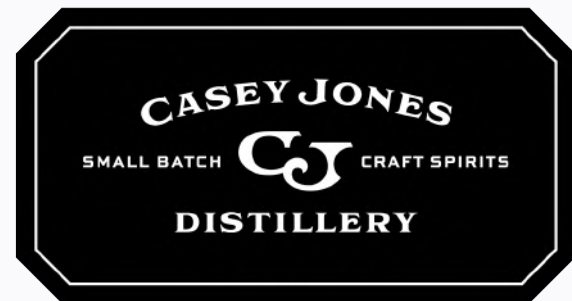
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BARRELGLOBAL

Partner Distilleries & Offerings

[VIEW OUR FULL CATALOG OF AVAILABLE BARRELS ONLINE HERE.](#)



BARRELGLOBAL

Our Press

We're proud to have been featured by some of the most respected titles in the whiskey and bourbon industry.

AS FEATURED IN



BARRELGLOBAL

Barrel Global: New service puts barrel ownership in the hands of consumers

By The Bourbon Flight
JUN 5, 2023

US-based Barrel Global announces the launch of its new barrel ownership service, offering consumers a piece of the action. With the appetite for American Whiskey on the rise – and private barrels driving enormous gains for distilleries – Barrel Global seeks out smaller, start-up bourbon brands to give connoisseurs, collectors, and average consumers a personal stake in barrel ownership. With an initial focus in the US and Asia, Barrel Global allows bourbon enthusiasts with a bit of patience to purchase a younger spirit at a lower price point, oversee its maturation and bottle design, and then bring it to market or resell the barrel.



Founded by whiskey expert and entrepreneur George Koutsakis – a longtime spirit veteran with deep connections across Scotch Whisky, Japanese Whisky, Irish Whisky and American Whisky – Barrel Global has partnered with an exciting roster of up-and-coming distilleries in the US to create a world-class experience while offering a range of price points to make ownership more accessible to everyone.

American Whiskey is on an unprecedented hot streak both domestically and globally. With that said, barrel ownership feels like the natural evolution for bourbon, as we've seen an absolute frenzy among aficionados in the US and markets like Europe and Asia to amass an unrivaled collection of beautifully aged spirits. Because we have a built-in infrastructure – from distilling and distribution partners, warehousing and bottling facilities, and legal compliance, we're a one-stop-shop for the ultimate in bourbon bragging rights– owning your barrel,– said Barrel Global Founder George Koutsakis.

How Barrel Global Works:

Through its online portal, consumers schedule an intake call with a company's bourbon experts representative to request a barrel reservation from some of the finest American Whiskey-producing regions in the US. Like other private barrel programs, consumers may request samples from various barrels and distilleries to personalize their selection. Upon payment, legal certification is issued to the buyer conveying full barrel rights to the purchaser.

During the maturation process, barrels are stored in a secure warehouse at the distillery of origin or Barrel Global's bonded warehouse in Kentucky. Owning a barrel puts the consumer in complete control of when it's reached peak maturation. However, Barrel Global adheres to a two-year minimum aging to meet legal bourbon requirements, with four years and older being the industry standard. Along the way, owners may schedule visits to the distillery or warehouse to check on their barrels – and pull samples to check on their taste profile and color.

At the bottling stage, Barrel Global facilitates the design, packaging, and legally compliant shipping of bottles. Barrel Global further customizes the experience by allowing consumers to create personalized labels. For buyers looking to sell bottles commercially, Barrel Global helps obtain a COLA (certification/exemption of label/bottle approval) and comply with the three-tier system – both legal requirements of buying and selling spirits in the US market. Additionally, at any point of barrel ownership, the customer may resell the barrel to another interested party.

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posts

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New Service Introduces Barrel Ownership For Consumers

Gary Carter
American, Bourbon, Lifestyle | June 17, 2023



The new, U.S. based business Barrel Global recently announced its new barrel ownership service, which offers consumers a piece of the whiskey industry action.

As demand continues to soar for American whiskey, with private barrels driving the big gains for distilleries, Barrel Global seeks out smaller, start-up bourbon brands to give whiskey enthusiasts and collectors a personal stake in barrel ownership.

A statement from Barrel Global noted that with an initial focus in the U.S. and Asia, they will allow those enthusiasts with a bit of patience to purchase a younger spirit at a lower price point, oversee its maturation and bottle design, then bring it to market or resell the barrel.



The new, U.S. based business Barrel Global recently announced its new barrel ownership service, which offers consumers a piece of the whiskey industry action. (Image via Barrel Global)

Barrel Global was founded by whiskey entrepreneur George Koutsakis, a spirits veteran with connections across Scotch, Japanese, Irish, and American whiskey. The new business recently partnered with a host of up-and-coming distilleries in the U.S. and will offer a range of price points to make ownership more accessible to everyone.

"American whiskey is on an unprecedented hot streak both domestically and globally," Koutsakis said. "With that said, barrel ownership feels like the natural evolution for bourbon, as we've seen an absolute frenzy among aficionados both in the U.S., and in markets like Europe and Asia, to amass an unrivaled collection of beautifully aged spirits."

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He said that Barrel Global has a built-in infrastructure, from distilling and distribution partners, warehousing and bottling facilities, and legal compliance, and can be a "one-stop-shop for the ultimate in bourbon bragging rights, owning your own barrel."

Barrel Global Works through its online portal, www.barrelglobal.com, where consumers schedule an intake call with a representative from the company's bourbon experts to request a barrel reservation from the many American whiskey-producing regions in the U.S.

As with other private barrel programs, Koutsakis explained, consumers can request samples from various barrels and distilleries to truly personalize their selection. Upon payment, legal certification is issued to the buyer conveying full barrel rights to the purchaser.

And during the maturation process, barrels are stored in a secure warehouse, either at the distillery of origin or Barrel Global's bonded warehouse in Kentucky.

Koutsakis said that owning a barrel puts the consumer in complete control of when it's reached peak maturation. However, he noted, Barrel Global adheres to a two-year minimum aging to meet legal bourbon requirements with four years and older being the industry standard.

And during this journey, barrel owners can schedule visits to the distillery or warehouse to check on their barrel, and pull samples to check on its taste profile and color.

When it comes to the bottling stage, Koutsakis explained that Barrel Global facilitates the design, packaging, and legally compliant shipping of bottles. They further customize the experience by allowing consumers to create personalized labels.

For those buyers looking to sell bottles commercially, Barrel Global helps with obtaining a COLA (certification/exemption of label/bottle approval) and complying with the three-tier system – both legal requirements of buying and selling spirits in the U.S. market.

At any point of barrel ownership, the customer can resell the barrel to another interested party. Barrel Global's current distilling partners include: Revelton Distillery in Osceola, Iowa; Dueling Grounds Distillery in Franklin, Kentucky; Coal Pick Distillery in Drakesboro, Kentucky; and a host of others.

For hotels and retail outlets, Barrel Global also offers an immediate inventory of aged stock from Kentucky-based Green River Distilling Co.

The bourbon barrel prices vary, but will start at around \$1,750 for a slightly-aged whiskey, with costs going up to about \$6,000-plus for a more mature spirit.

To find out more information, check out www.barrelglobal.com.

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Barrel Global Launches Barrel Ownership Concept

NEWS JUN 5, 2023



US-based Barrel Global announced the launch of its new barrel ownership service that offers consumers a piece of the action.

With the appetite for American Whiskey on the rise – and private barrels driving enormous gains for distilleries – Barrel Global seeks out smaller, start-up bourbon brands to give connoisseurs, collectors, and average consumers a personal stake in barrel ownership. With an initial focus in the U.S. and Asia, Barrel Global allows bourbon enthusiasts with a bit of patience to purchase a younger spirit at a lower price point, oversee its maturation and bottle design, and then bring it to market or resell the barrel.

Founded by whiskey expert and entrepreneur George Koutsakis – a longtime spirits veteran with deep connections across Scotch Whisky, Japanese Whisky, Irish Whisky and American Whisky – Barrel Global has partnered with several up-and-coming distilleries in the U.S. to create a world-class experience while offering a range of price points to make ownership more accessible to everyone.

"American Whiskey is on an unprecedented hot streak both domestically and globally," Koutsakis said in a news release. "With that said, barrel ownership feels like the natural evolution for bourbon, as we've seen an absolute frenzy among aficionados both in the US, and in markets like Europe and Asia, to amass an unrivaled collection of beautifully aged spirits. Because we have a built-in infrastructure – from distilling and distribution partners, warehousing and bottling facilities, and legal compliance, we're a one-stop-shop for the ultimate in bourbon bragging rights– owning your own barrel."

Through its online portal <http://www.barrelglobal.com>, consumers schedule an intake call with a representative from the company's bourbon experts to request a barrel reservation from some of the finest American Whiskey-producing regions in the US. Like other private barrel programs, consumers may request samples from various barrels and distilleries to truly personalize their selection. Upon payment, legal certification is issued to the buyer conveying full barrel rights to the purchaser.

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Current distilling partners include Revelton Distillery in Osceola, Iowa, Dueling Grounds Distillery in Franklin, Kentucky, and Coal Pick Distillery in Drakesboro, Kentucky, among others. For hotels and retail outlets, Barrel Global also offers immediate inventory of aged stock from Kentucky-based Green River Distilling Co. Bourbon barrel prices vary starting at around \$1,750 for a slightly aged whiskey, with costs increasing to \$6,000+ for a more mature spirit.

Bourbon Lens A Podcast For Every Whiskey Drinker

Ever Wanted To Own A Barrel Of Bourbon, Now You Can With Barrel Global

Posted on June 1, 2023 by Jake Lewellen



Iowa (June 1, 2023) – Today, US-based Barrel Global announces the launch of its new barrel ownership service offering consumers a piece of the action. With the appetite for American Whiskey on the rise – and private barrels driving enormous gains for distilleries – Barrel Global seeks out smaller, start-up bourbon brands to give connoisseurs, collectors, and average consumers a personal stake in barrel ownership. With an initial focus in the US and Asia, Barrel Global allows bourbon enthusiasts with a bit of patience to purchase a younger spirit at a lower price point, oversee its maturation and bottle design, and then bring it to market or resell the barrel.

Founded by whiskey expert and entrepreneur George Koutsakis – a longtime spirits veteran with deep connections across Scotch Whisky, Japanese Whisky, Irish Whisky and American Whisky – Barrel Global has partnered with an exciting roster of up and coming distilleries in the US to create a world-class experience while offering a range of price points to make ownership more accessible to everyone.



Barrel Global is a unique barrel ownership service that has revolutionized the bourbon industry. Founded by whiskey expert and entrepreneur George Koutsakis, the company offers consumers the opportunity to have a personal stake in the maturation and bottling process of their own bourbon.

By partnering with smaller, start-up bourbon brands, Barrel Global allows consumers to purchase a younger spirit at a lower price point and oversee its maturation, resulting in a truly personalized and unique bourbon experience. The time taken for the new whiskey through distillation, maturation, and bottling is shared with consumers both in the US and abroad – and has access to some of the top names, including: Boardman, Baskins, SpiritBrew and many others from suppliers and wholesale partners in Scotland.

Current American whiskey partners include: Revelton Distillery in Osceola, Iowa; Dueling Grounds Distillery in Franklin, Kentucky; and Coal Pick Distillery in Drakesboro, Kentucky.

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As of right now, Barrel Global owns around 250 barrels of whiskey between their stocks of Scotch Whisky and American Whisky.

As one of the first consumer-facing barrel ownership companies in the US, Barrel Global is focused heavily on building the American and European whiskey companies across the globe. The company's production approach to bourbon ownership has garnered attention from whiskey enthusiasts and industry experts alike. While restaurant chains and bars have been able to purchase whiskey for their bars, Barrel Global offers a more personalized approach to whiskey ownership. The company's approach to bourbon ownership has garnered attention from whiskey enthusiasts and industry experts alike. While restaurant chains and bars have been able to purchase whiskey for their bars, Barrel Global offers a more personalized approach to whiskey ownership. The company's approach to bourbon ownership has garnered attention from whiskey enthusiasts and industry experts alike. While restaurant chains and bars have been able to purchase whiskey for their bars, Barrel Global offers a more personalized approach to whiskey ownership.

In this article, we will explore the unique features of Barrel Global and why making a piece of the barrel is the best way to enjoy your favorite spirits. We will also take you through the company's unique barrel ownership process, and offer our own perspective on why this is a game-changer for the whiskey industry.

- Key Takeaways**
- Barrel Global is a unique barrel ownership service that offers consumers the chance to own a piece of a barrel and have complete control over its maturation and bottle design.
 - Consumers can purchase a younger spirit at a lower price point, oversee its maturation, and bottle design, resulting in a truly personalized and unique bourbon experience.
 - Barrel Global facilitates the design, packaging, and legally compliant shipping of bottles, allowing buyers to create personalized labels for their bottles.
 - Barrel Global offers a more personalized approach to whiskey ownership, resulting in a truly personalized and unique bourbon experience.



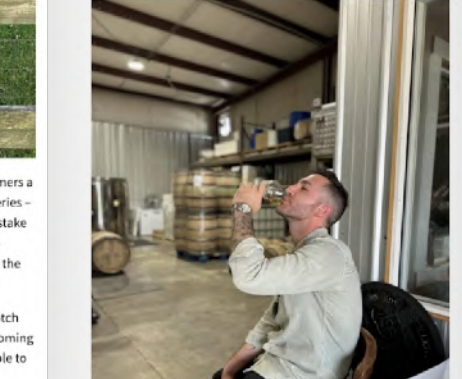
Company Overview

Barrel Global is a unique barrel ownership service that offers consumers the chance to own a piece of a barrel and have complete control over its maturation and bottle design. Founded by whiskey expert and entrepreneur George Koutsakis, the company offers consumers the opportunity to have a personal stake in the maturation and bottling process of their own bourbon. The company's approach to bourbon ownership has garnered attention from whiskey enthusiasts and industry experts alike. While restaurant chains and bars have been able to purchase whiskey for their bars, Barrel Global offers a more personalized approach to whiskey ownership. The company's approach to bourbon ownership has garnered attention from whiskey enthusiasts and industry experts alike. While restaurant chains and bars have been able to purchase whiskey for their bars, Barrel Global offers a more personalized approach to whiskey ownership.

The company offers legal certification to buyers conveying full barrel rights upon payment, and barrels are stored in a secure warehouse during the maturation process. Barrel Global adheres to a two-year minimum aging to meet legal bourbon requirements, and offers our own perspective on why this is a game-changer for the whiskey industry.

Estrenalo desde \$1,349,900 MXN
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The company also facilitates the design, packaging, and legally compliant shipping of bottles, and helps with obtaining a COLA (certification/exemption of label/bottle approval) and complying with the three-tier system – both legal requirements of buying and selling spirits in the US market.



Introducing Barrel Global: New Barrel Ownership Service

Through its online portal www.barrelglobal.com, consumers schedule an intake call with a representative from the company's bourbon experts to request a barrel reservation from some of the finest American Whiskey-producing regions in the US.

Patrick "Pops" Garrett
Jun 6, 2023 - 3 min read



Pops' Hot Take: There are a lot of barrel brokers in the market catering to folks with a ton of money and aspirations to create a whiskey brand. But there aren't many ways for individuals to purchase a single barrel other than working directly with a distillery. And even then, you need to have a retail partner in place and work through how you'll get bottles delivered to folks that don't live within the same city as your retail partner. Not an impossible scenario but more work than many people want to commit to at once. This creates an exciting opportunity for a startup like Barrel Global. Leveraging technology, distillery relationships, and leading buyers through the labeling and distribution process makes it easy for consumers to take the plunge and buy their barrels. Whether for personal consumption or brand aspirations, Barrel Global seems to simplify the process quite a bit. The roster of participating distilleries is still small and relatively unknown, but given time, this could be a disruptive option in the market. Let me know what you think in the comments.

Founded by Whiskey Expert & Entrepreneur George Koutsakis, Barrel Global Taps into Explosive Growth of American Whiskey

Iowa (June 1, 2023) – Today, US-based Barrel Global announces the launch of its new barrel ownership service offering consumers a piece of the action. With the appetite for American Whiskey on the rise – and private barrels driving enormous gains for distilleries – Barrel Global seeks out smaller, start-up bourbon brands to give connoisseurs, collectors, and average consumers a personal stake in barrel ownership. With an initial focus in the US and Asia, Barrel Global allows bourbon enthusiasts with a bit of patience to purchase a younger spirit at a lower price point, oversee its maturation and bottle design, and then bring it to market or resell the barrel.

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Bottle Your Barrel

BOTTLING AND LOGISTICS SERVICE BY BARREL GLOBAL

At Barrel Global we are here to help you create the bottling you've always dreamed of. Whether it's for an anniversary, a wedding, a milestone birthday, or whether you just want to have your own single barrel in your bar or restaurant - We're with you every step of the way.

Services

- Tasting note creation.
- Branding and label design assistance.
- Dry goods sourcing and/or producing.
- Assistance with shipping and export.



We're Here To Make Your Barrel To Bottle Experience As Smooth As Possible



BARRELGLOBAL

CUSTOMERS BOTTLINGS



Create Your Own Brand

BRANDING AND DESIGN SERVICE BY BARREL GLOBAL

Welcome to an extraordinary journey where creativity meets craftsmanship – our specialized branding and design service tailored for those with the vision to create their very own whiskey brand. At the intersection of tradition and innovation, we understand that crafting a distinctive and memorable whiskey brand requires more than just exceptional spirits; it demands an identity that resonates with the essence of your product.



We are here to transform your aspirations into captivating visual narratives, ensuring that every element – from the label that graces the bottle to the story that accompanies it – is a testament to the uniqueness of your whiskey and the passion behind its creation.



BARRELGLOBAL

Why Buy A Barrel?

1

Price: By purchasing lesser-aged spirits today, enthusiasts can pay a lower price point if they are willing to wait for the liquid to mature over time. A barrel might cost less than \$10 per bottle to purchase today, but upon aging it could be worth more than \$100 or even \$1000.

2

Quality: Barrel owners can rest assured that they have full transparency in regards to all decisions related to the final product. There is no hidden coloring, filtering, dilution, or blending - owners can experience spirits in the same spirits in the same manner as a master distiller.

3

Exclusivity: The decisions made by a barrel owner will produce a release that is unlike any other. From the age at which the expression is bottled to the design decisions related to the label and packaging, the final product is one of a kind.

4

Experience: Barrel owners have the opportunity to access special experiences including owner-exclusive tours and tasting. In some cases purchasers can even sign their barrel or have the custom message imprinted upon it.



The Power Of Maturation

The most enticing reason to buy a barrel comes down to one word: **Maturation**.

Whiskey only matures when it is inside a barrel, after it is bottled the aging process stops. No matter how many years whiskey remains inside a bottle, it will never become any older. It's only when it stays inside the barrel that the magic happens.

This characteristic offers a powerful advantage to collectors as they are able to purchase a collectible that naturally improves in flavor and value with each year that passes. Whereas the value placed on art, sports memorabilia, cars, gold coins or bottled spirits is driven exclusively by changes in demand; **the liquid contained inside of a whiskey barrels actually transitions into a completely different, and more valuable asset, over time.**

It's a change you can see, smell and taste – and collectors pay for the difference!



NEW MAKE BOURBON



4 YEAR BOURBON



13 YEAR BOURBON



Ever Growing In Rarity & Value

Over the past few decades whiskey has been on an upward trajectory. Even through COVID, whisky bottle and barrel sales saw record highs. **Quite simply - whiskey rarely experiences a dip in value**, and with barrels (unlike bottles) there's the added benefit that the liquid continues to mature. The growth in the rarity & value of barrels comes in three ways:

- **Maturation:** Should the brand's popularity remain the same, the liquid in the barrels is still maturing and thus growing in value. Today a barrel may be 2 years old. But in 5 years it will be 7 years old, and much more valuable.
- **Brand Growth:** As a brand grows, so do the value of their whiskey releases, and thus so does the value of any whiskey they have in barrels.
- **Industry Growth:** As it has been, the continuous growth of the whisky industry as a whole directly impacts the barrels you own. Bringing the value up, as the spirit becomes more popular globally.

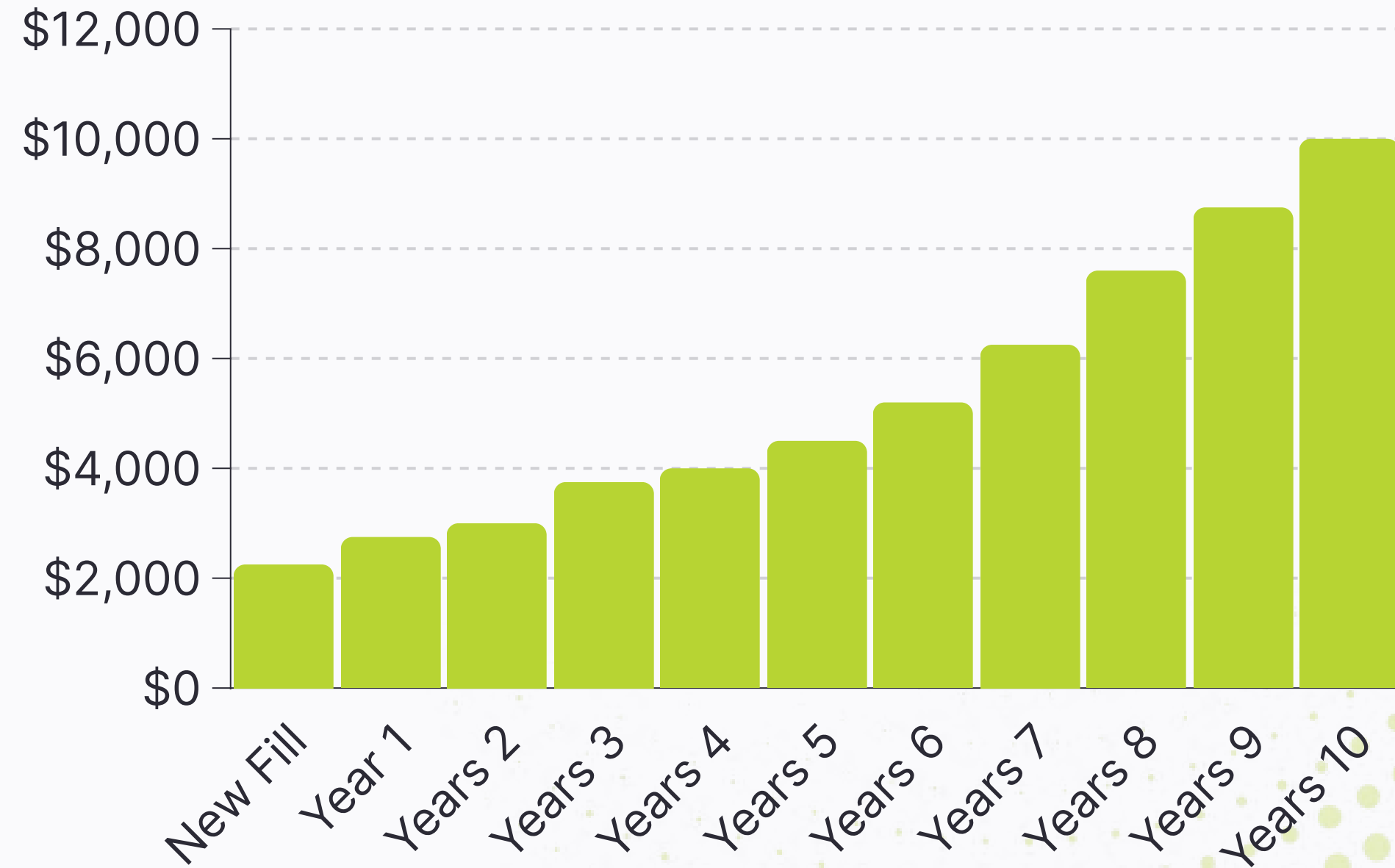


The Power Of Maturation

BOURBON APPRECIATION PER YEAR

With each year the value of a bourbon barrel **rises threefold**:

1. As the whiskey matures.
2. As the brand in question grows.
3. As the industry as whole grows



Barrel Prices Continue To Rise

The market for barrels is just heating up, with prices anticipated to rise drastically due to higher input costs combined with rising demand. A quick look at the average prices of new make scotch whisky barrels provides insight as to where the broader market for barrels is likely headed over the next 3-5 years.

Scotch barrel prices have climbed drastically with some distilleries now commanding more than \$10,000 for newly distilled barrels. **Collectors today still have the opportunity to purchase barrels from select distilleries for a fraction of this price, but this might not last long.**



BARRELGLOBAL

The Right Barrel For Every Collector

With our diverse team, we are able to source whiskey from anywhere in the world. Our offerings are changing constantly, as we build partnerships with more and more distilleries in Scotland, the USA, and Japan. If you don't immediately see your favorite brand, then all you have to do is ask!



SOURCING REGIONS

- **USA:** Kentucky, Tennessee, Texas, Iowa, New York.
- **Scotland:** Speyside, Highlands, Lowlands, Islay, Campbeltown
- **Japan:** Kansai, Kuyshu, Hokkaido, Kanto, Tohoku
- **Worldwide:** Ireland, Taiwan, Sweden, Romania, Spain.



BARRELGLOBAL

Simple Online Trading & Management

Our online platform makes tracking and monitoring barrels easier than ever before. With the click of a button barrel owners can list barrels on the marketplace, make ownership changes, request samples and get help with any questions.

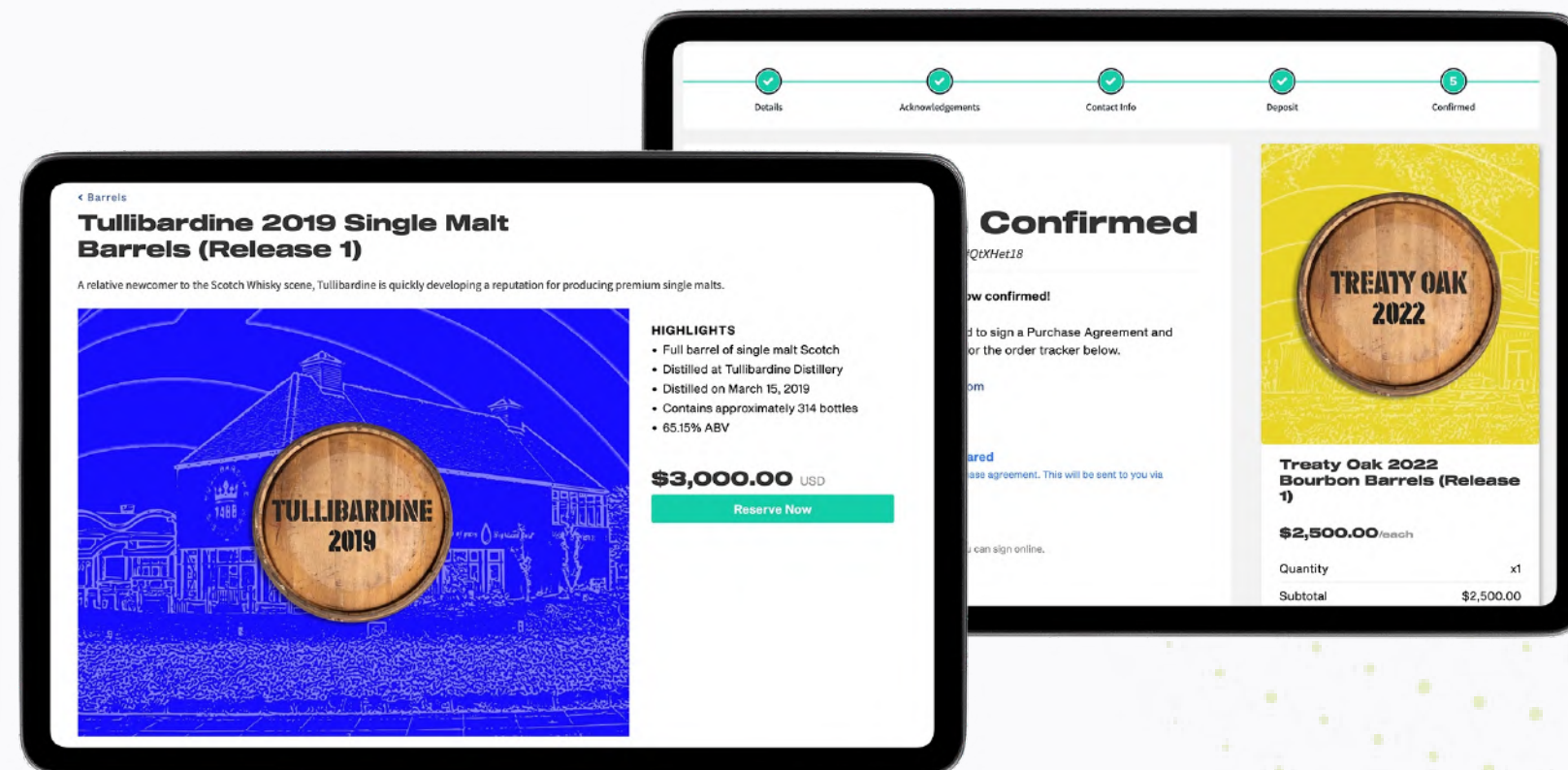


BARRELGLOBAL

Powerful Analysis & Projections

The whiskey industry is always changing. At Barrel Global we will keep you informed on changes and happenings in the industry so that you can:

- Monitor the value of your barrel, both at the time of purchasing, and right now.
- Make informed decisions on which brands are the rising stars, blue chip, are best value at any moment in time.
- Watch real time updates in the whisky industry and always be ready to make the best and most timely decisions.



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Start Your Barrel Ownership Journey Today With Barrel Global

SCHEDULE A CALL WITH OUR BARREL EXPERTS TO GET STARTED

[SCHEDULE A CALL](#)



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WWW.BARRELGLOBAL.COM