

TITANIC DISTILLERS

401  
CLUB  
X



X



TITANIC DISTILLERS

OUR DESIRE IS TO CRAFT WORLD CLASS  
WHISKEY THAT HONOUR THE HERITAGE  
OF THE GREAT SHIP, SHIP BUILDERS,  
AND THE CITY OF BELFAST.



**A WORD FROM OUR OWNERS**

Titanic Distillers is inspired by the people who worked in Belfast's shipyard more than a century ago and our desire is to bring the city back to the forefront of Irish Whiskey distilling.

The globally renowned craftsmanship and graft that was evident on the same Thompson Dock site all those years ago is at the heart of our brand – Blood, Sweat and Years.

Our new state of the art distillery will allow visitors to be able to walk in the ship worker's footsteps, in the very pump-house and dry dock that represent such an authentic part of the Titanic story and indeed the history of Belfast.

At Titanic Distillers, we are very aware of the responsibility placed on our shoulders as custodians of this historic and global brand. It is crucially important that we preserve the historical integrity of the building and its surroundings, whilst creating world class whiskey that our brand name demands.

Around the turn of the 20th Century, Belfast produced over half of the Irish Whiskey made. However, all these distilleries disappeared virtually overnight when Prohibition was introduced in the US in the 1920s. Titanic Distillers will be the first working distillery in Belfast since prohibition, and we now invite you to join our journey and become a member of the 401 Club X.

*Kind Regards — Peter Lavery, Richard Irwin & Stephen Symington.*

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## INTRODUCTION

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401 was the yard number given to White Star Lines' most famous ship, Titanic. Over 100 years since the great liner left Thompson Dock, Titanic Distillers, offer you the opportunity to become an exclusive member of the 401 Club X.

401 Club X is a crypto community of like-minded individuals with a shared passion for Whiskey and its provenance. 401 Club X will provide access to latest news, updates, and information on Titanic Distillery's journey in producing unique and rare whiskies.

401 Club X will utilise crypto tokens to enable members interact with and procure Whiskey from Titanic Distillery.

Each year, 3333 cases offered for pre-purchase at a fixed price. Those who have pre-purchased cases will be given priority to pre-purchase the next years cases to enable them to complete the collection

## OVERVIEW

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- » Forward purchase the first cases of 5-Year-old single malt Irish whiskey spirit produced by Titanic Distillers, bottled from the first whiskey produced in Belfast since Prohibition will be exclusively available to purchase under 401 Club X.
- » Cost per case of 6 x 70cl bottles
- » Limited edition bottles and labels
- » Pay in Crypto Currency (StableCoin)

## OTHER BENEFITS

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- » Exclusive invites to bespoke events
- » Early access to distillery reserves and special edition bottles
- » Discounts off online and distillery purchases

THEY TOILED IN THE SHADOW OF THE GREAT SHIP, BENEATH  
A CANOPY OF CRANES, AMID THICKETS OF CABLES AND CHAINS AND ROPES.

THE VERY AIR WAS ALIVE WITH SPARKS. THEN THERE WAS THE NOISE:  
THE CEASELESS CLANGING AND HAMMERING. THE POUNDING OF THE STEEL  
WAS SHAPED AND JOINED. THE WHIRR AND WHINE OF THE GEARS.

THE SHOUTING. THE BANTER. THE CRAIC.

AND AT THE END OF ANOTHER DAY THERE WAS THIS.  
A MEASURE OF REWARD. THEY LOOKED FORWARD TO IT. THEY SAVOURED IT.

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TITANIC

DISTILLERS

PREMIUM IRISH  
WHISKEY



A WHISKY OF FINE IRISH WHISKEY: SIMPLE, HONEST, TRUE. THIS IS THE SPIRIT OF THE WORKERS WHO BUILT THE GREAT SHIP. A STORY OF BLOOD, SWEAT AND TEARS, AND AFTER ANOTHER DAY'S HARD GRAFT THEIR REWARD WAS WAITING RICH, FULL-BODIED, COLOURED AND WARM. A MEASURE OF PRIDE.

700ML

LIMITED BOTTLING

40% VOL

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## THE IRISH WHISKEY RENAISSANCE



Irish whiskey currently riding high as the world's fastest growing spirits category of the past decade (drinks industry Ireland) with the value of Irish whiskey exports reaching €890m (US\$1.1 billion) in 2019.



Global sales of Irish whiskey grew from 60 million bottles in 2010, to 144m bottles in January 2020.



Despite the challenges presented by Covid-19, the Irish whiskey industry has shown remarkable resilience, as drinkers have continued to trade up to premium options at home.



Growth is expected to continue, with the IWA (Irish Whiskey Association) predicting the Irish market to continue to outgrow Scotch and Bourbon for at least another ten years, with sales expected to double by 2030.

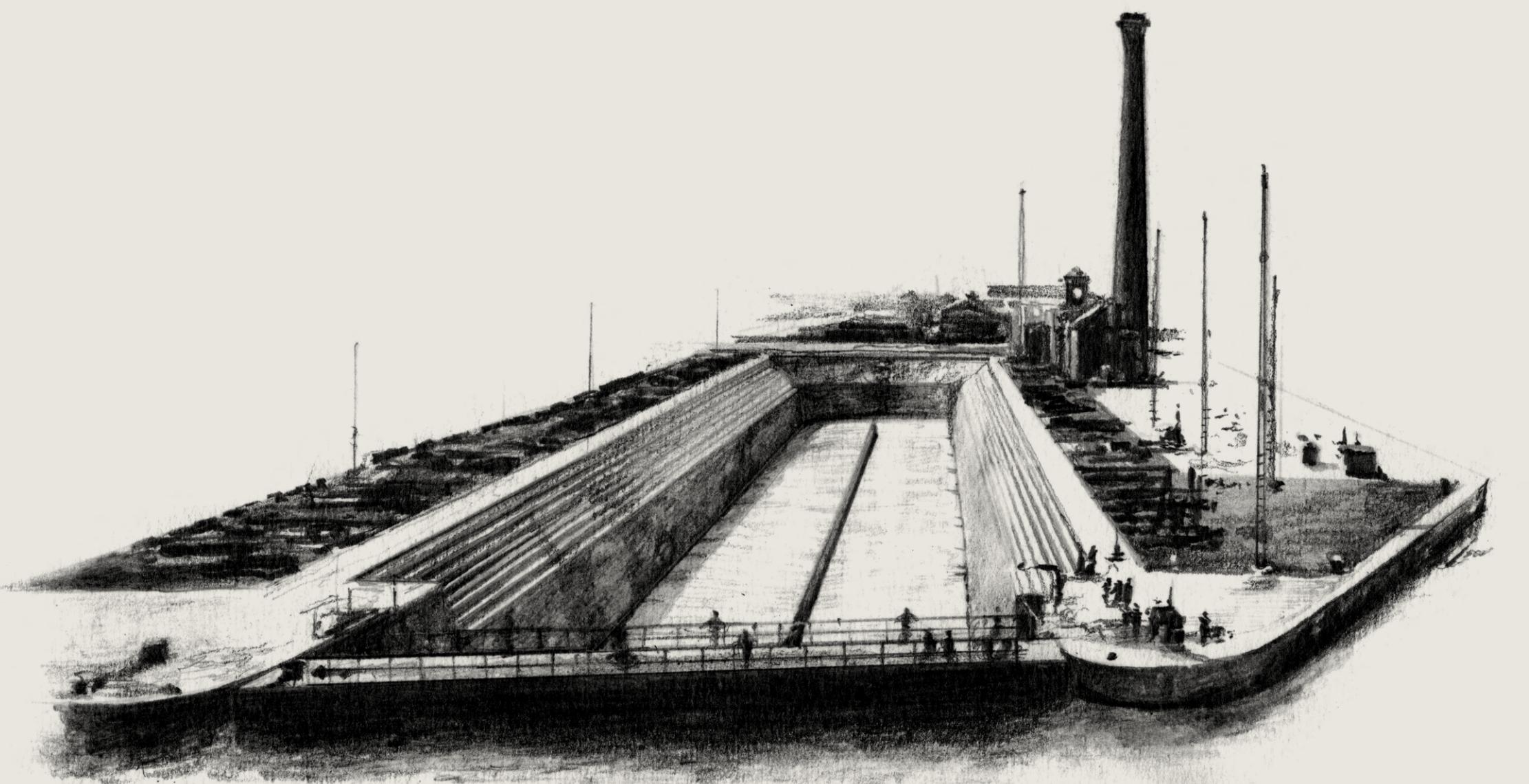


In 2010, there were only four distilleries in operation. Fast forward to 2020, the 38th Irish Whiskey Distillery went into operation with several more scheduled to open in the early part of this decade.

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## BELFAST'S WHISKEY HERITAGE

Whiskey has played an important part in the history of our city. Titanic Distillers want to revive this great distilling tradition and bring Belfast back to the forefront of Irish Whiskey production, while at the same time telling the story of a glorious past when Belfast led the way globally – not just in shipbuilding but across many areas of industry, manufacturing and innovation.

Around the turn of the 20th Century, Belfast produced over half of the Irish Whiskey made and when you study at the streetscapes of the city from 1899, there were 18 working distilleries and many more bonded warehouses. However, all these establishments disappeared virtually overnight. Irish Whiskey and especially that produced in Belfast, was faced with the perfect storm of partition that cut off Belfast's Distilleries supply to Britain, and prohibition that completely wiped-out exports to the city's US markets.

Now, almost 90 years later, Titanic Distillers at Thompson Dock and PumpHouse will be the first working distillery in Belfast since Prohibition. We are excited to tell our story through our Premium Irish Whiskey and the development of Thompson Dock and Pump-House into what will be a truly authentic experience, allowing visitors and whiskey enthusiasts world-wide to feel like they were really there.

With our first casks of Premium Irish Whiskey being produced and filled in quarter 1 2023, 401 Club X gives you the opportunity to be part of Titanic Distillers and Belfast's new Irish Whiskey heritage.

# OUR DISTILLERY

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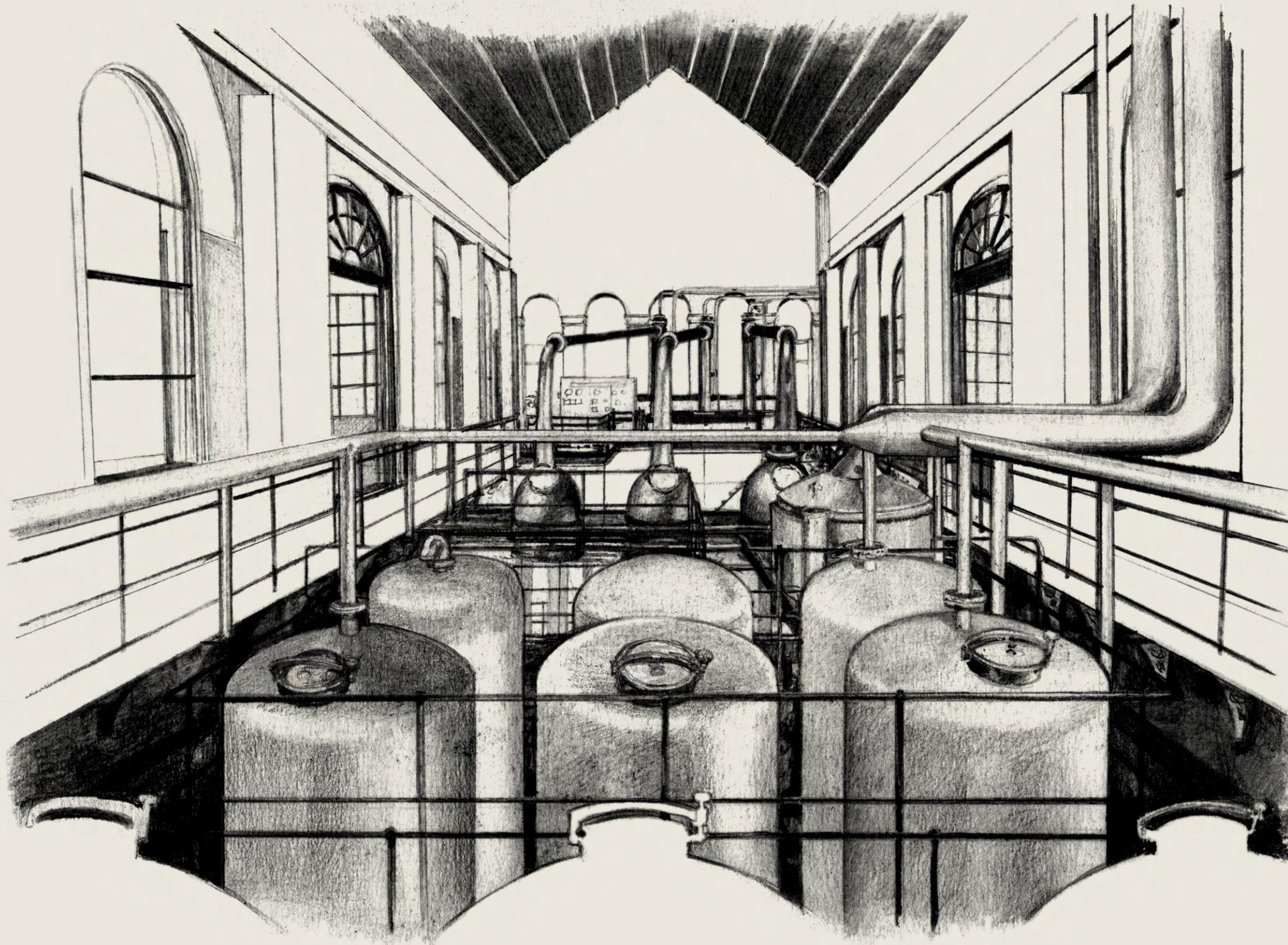
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THOMPSON DOCK AND PUMPHOUSE  
HOME OF TITANIC DISTILLERS

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#### A NEW DAWN FOR THOMPSON DOCK AND PUMPHOUSE

Thompson Dock and Pump-House is the world's only authentic Titanic Landmark, and where Titanic Distillers is fortunate enough to call home.

Thompson Dock is the last place Titanic rested on dry ground and is her physical footprint in history. Visitors can experience life in 1912 by descending 44 feet into the colossal dry dock and walk in the footsteps of those who worked in the shipyard a century ago.

The legendary Pump-House not only contains the original, powerful pumps able to drain Thompson Dock of its 24 million imperial gallons of water in just 100 minutes, it also boasts our new state-of-the-art distilling facility and visitors centre.

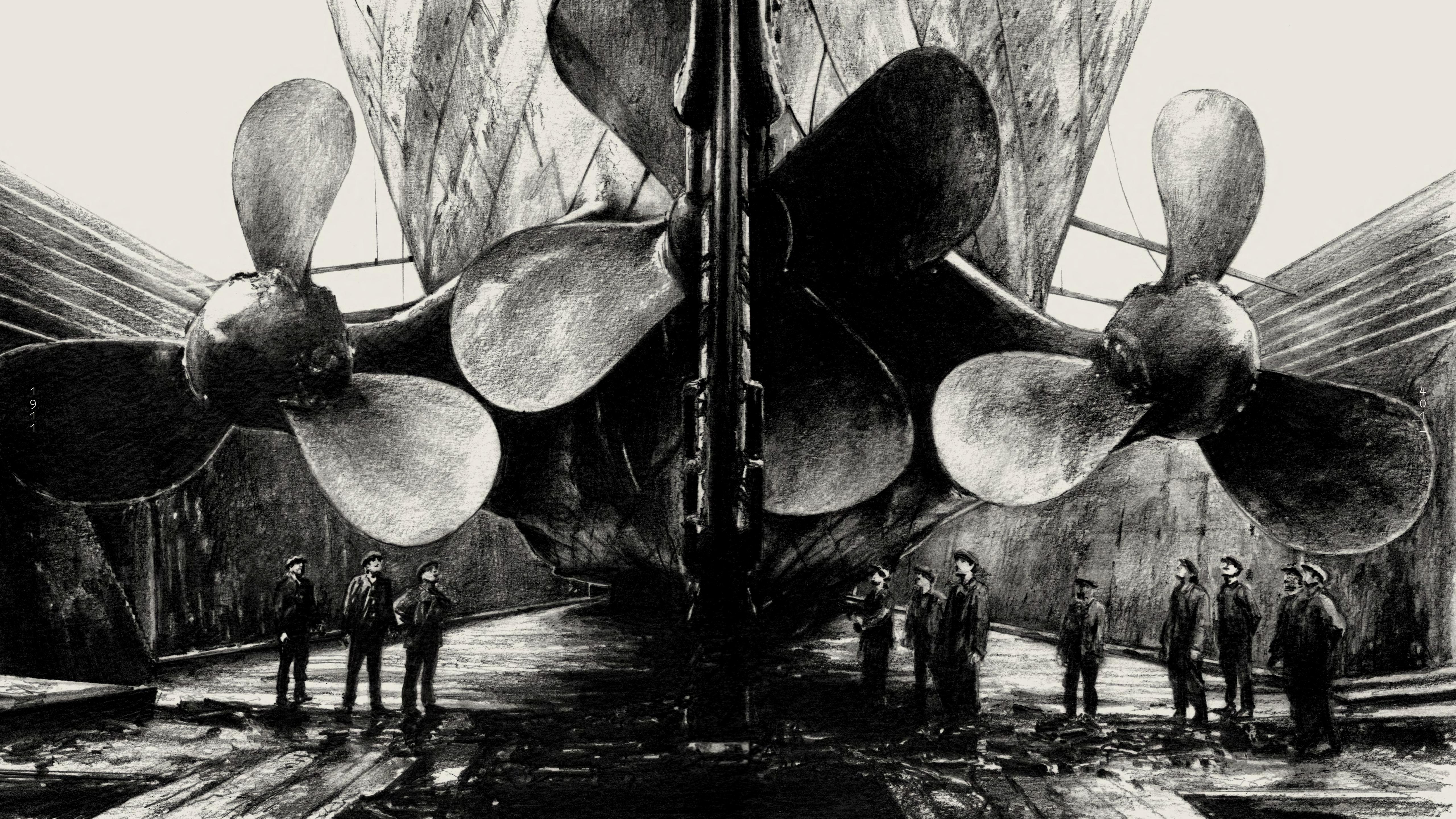
We will begin our journey in distilling in January 2023 and the distillery boasts 0.5 tonne mashing, triple distillation, and the capacity to produce over 200,000 litres of pure alcohol annually.

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# WHY 401 CLUB X

THOMPSON DOCK AND PUMPHOUSE  
HOME OF TITANIC DISTILLERS



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## 401 CLUB X

401 Club X combines blockchain technology with a physical asset in the form of maturing Whiskey.

401 X tokens (EIP 1155) will be minted and deployed on the Polygon chain.

Each 401 X token will represent legal ownership of a case of whiskey.

Casks will be filled and will mature for 5 years before being ready for bottling.

The whiskey will be unique and limited to 19,998 bottles / 3,333 cases.

401 X Tokens will be accessible to purchase via crypto partner CaskCoin. There will only be 3,333 tokens available to buy publicly.

Holders of 401 X tokens directly own the cases of whiskey once bottled. The whiskey matures in casks which are stored in bonded warehouses. The holders will only be able to redeem their token(s) once the Whiskey has been bottled.

\$750 Cost per case of 6 x 70cl bottles Pay in Crypto Currency (StableCoin)

These will be the first 5 year old cases of whiskey produced in Belfast since prohibition. The list of exclusive membership benefits are listed opposite.

## 401 CLUB X BENEFITS

- » VIP Tour of our new distillery at Thompson Dock
- » Exclusive member invitations to future whiskey events and product launches at the Distillery
- » Early access to purchase bespoke distillery reserves and special edition bottles
- » 5 years of warehousing and insurance included in the purchase price
- » One on one meeting with our Head Distiller
- » 20% discount on all non-alcoholic products and 10% discount on all Titanic Distillers produced spirits in the distillery shop and online at [titanicdistillers.com](http://titanicdistillers.com).
- » 401 Club X is a community of like minded individuals sharing expertise and information

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**BE PART OF  
OUR HERITAGE**



## HOW TO PURCHASE

01. Ask us for an application form using the contact details in the right column
02. Select the number of cases you wish to purchase
03. Prices are quoted per cases (UK Duty and VAT Paid) and exclude transport
04. Ensure you have read the full terms and conditions and application form and then complete and return to us.
05. We will request payment in Stablecoin. Once stable coin received, a token will be issued. This token is proof of ownership and should be stored securely.
06. 3 months prior to bottling in 2028, we will contact token holders notifying them of bottling and informing them on how to redeem token for case(s)
07. Before we ship your cases, following redemption of token we will, confirm your address and arrange transport costs.
08. You will be sent your stock certificate and display authenticity certificate detailing the case type, capacity, contents and strength.
09. This offer is aimed at individuals, or small groups, who want to own their own unique whiskey and to experience their own dram.

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## QUESTIONS AND APPLICATIONS FORM

Please feel free to contact us if you have any questions about this offer or if you would like us to send you an application form and a copy of the full terms and conditions to become an exclusive member of the 401 Club X.

401 Club X  
Titanic Distillers Limited  
Thompson Dock and Pumphouse  
Queens Road, Belfast  
BT3 9DT, Northern Ireland

E: [401club@titanicdistillers.com](mailto:401club@titanicdistillers.com)  
W: [titanicdistillers.com](http://titanicdistillers.com)

