

COMMERCIAL SPONSORSHIP & PARTNERSHIP
MARKETING OPPORTUNITIES

WHISKY LIVE

THAILAND 2022

WHISKY
Magazine

THE WORLD'S PREMIER
WHISKY TASTING SHOW



THE BIGGEST WHISKY SHOW IN SOUTH EAST ASIA

WHISKY LIVE THAILAND 2022

FRIDAY 7TH & SATURDAY 8TH OCTOBER

Whisky Live, the world's most reputable whisky event, returns to Thailand in October 2022* showcasing the very best whisky brands.

Hosted by the Carlton Hotel Sukhumvit Bangkok, Whisky Live Thailand 2022 is the biggest whisky show in Thailand and South East Asia and promises to be another fantastic whisky experience...

Open to the general public the event is expected to attract over 3,000 whisky lovers over the two-days and boasts...

- **200+ Whiskies - From The World's Leading Distilleries**
- **Master Classes - Delivered By World Leading Whisky Experts**
- **VIP Experience**
- **Exclusive Private VIP Pouring**
- **Music - Rhythm In A Cask Festival**
- **Best Whisky Cocktail Competitions**
- **Exhibitors Village**
- **Whisky Live Thailand Conference 2022**

Producers from around the world will showcase rare, unique and hard to find whiskies, as well as some of the more mainstream brands you would expect to find in specialist whisky retailers.

With producers from Australia, Ireland, Japan, Scotland, Taiwan and the USA, as well as lesser known producers, this is a unique international whisky experience not to be missed.

Whisky Live Thailand 2022 is brought to Thailand by Fah Mai Holdings Inc. and Platinum Cask Limited, an international whisky and alternative asset investment company headquartered in Bangkok and publicly listed in the United States of America.

ALCOHOL CONTROL ACT

The organisers are taking every step to ensure that the event fully complies with the "Alcohol Control Act B.E. 2551 (2008)" and is in accordance with the Ministerial Regulations. In addition, they are also looking at other measures to ensure that the event fully complies with the full ACA such as reviewing the event's advertising material and issuing advisory guidelines on stall displays.

Integrate Whisky Live Thailand 2022 into your marketing platform...

**In light of the COVID-19 crisis the event is to be held towards the end of 2022, allowing for life to return as much to normal as possible.*



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PACKAGES

We have a number of commercial sponsorship and partnership opportunities for businesses to get involved with Whisky Live Thailand 2022 including: Title & Presenting Sponsors; Host Sponsor; Co-sponsors; Official Suppliers; Official Media Partners; Local Partners; and Whisky Market Supporters. As well as Exhibitor only packages and Conference Sponsor options.

TIER 1: TITLE & PRESENTING SPONSORS

- One Title Sponsor with naming rights to the event
- One Presenting Sponsor with naming rights to the event

TIER 1: HOST SPONSOR

- 1 x Host Sponsor with hosting rights to the event

TIER 2: CO-SPONSORS, OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to six Co-sponsors from non-competing categories
- Up to 10 Official Suppliers providing goods and services essential to the event
- Up to 10 Media Partners providing advertising and guaranteed editorial essential to the event

TIER 3: LOCAL PARTNERS & WHISKY MARKET SUPPORTERS

Packages for Bangkok and Whisky Market businesses

EXHIBITION ONLY PACKAGES

Packages to exhibit at Whisky Live Thailand 2022

WHISKY LIVE THAILAND CONFERENCE PARTNER PACKAGES

- One Title Sponsor with naming rights to the Whisky Live Thailand Conference 2022
- One Presenting Sponsor with naming rights to the Whisky Live Thailand Conference 2022
- Up to six Co-sponsors from non-competing categories

MASTER CLASS OPPORTUNITIES

- MASTER CLASS PRESENTING PARTNER – An opportunity to have naming rights to the Master Class programme. All Master classes would be referred to as “Master Class presented by...”
- LOUNGE NAMING RIGHTS - An opportunity exists for naming rights to the pre-function Master Class waiting area / lounge area on the 8th floor.

Both include signage, literature and presentation staff.



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WHISKY LIVE EXPERIENCE

Whisky Live Thailand 2022 is the perfect whisky educational experience attended by true whisky enthusiasts keen to increase their knowledge of all aspects of the whisky industry. From unique production methods to new distilleries they have yet to discover, Whisky Live Thailand 2022 is a must-attend event for any brand looking to reach new customers.

Open to the public, tickets include entry to the show from 5.00pm until 11.30pm on Friday 7th and Saturday 8th October, unlimited pouring and a two-course meal.

Visitors will sample offerings from niche, craft distillers and globally recognised names. There will be whisky to suit all palates – whether an avid enthusiast or new to the world of whisky.



BARS

2022 will feature "Bar" type stalls. These stalls will flank the 24 larger exhibition stalls at either side of the hall with two sections per side totalling 20 "Bars" for hire.



MASTER CLASSES

Attendees can make their Whisky Live Thailand 2022 experience complete by joining the Show's professionals for exclusive Master Classes taking place in four separate rooms. The expanded Master Classes programme includes:

Distillery Specific - taking attendees through the workings and history of their distillery, tasting products that demonstrate their distillery character, while often presenting hard-to-find expressions.

World Whiskies Awards - the place to be for a taste of the world's best, delivered by a Whisky Expert.

Master Class places are limited to 25 people per class and last one hour.



MUSIC – RHYTHM IN A CASK

Another highlight of Whisky Live Thailand 2022 is the Rhythm in a Cask Music Festival. Groups of local talented artists and musicians will gather and show their music talent. Artists to be confirmed.



WHISKY LIVE THAILAND CONFERENCE 2022

Whisky Live Thailand 2022 will play host to a Conference with leading Whisky speakers. The subject matter will cover:

- Whisky
- Sustainability
- Recycling
- Innovations
- Production Techniques
- Future Trends



EXHIBITORS VILLAGE

As well as Whisky Brands and Whisky Distilleries other Exhibitors will include: Cigar Brands; Cigar Accessory Manufacturers; Other Spirits; Industry Magazines; Prestige Cars; Corporate Banks; Jewellery; Airlines; Hotels; and Sporting Sponsors including golf holidays / boating / cruising.

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WHISKY LIVE EXPERIENCE



WHISKY SHOPS

Exhibitors will sell their products (Whole bottles) from their stalls with payments made through a Whisky Live Thailand payment gateway, requiring that the event only need one Alcohol Licence. The Show Shop will still be present adding an excellent visual element to the show, allowing guests to view all the whisky on show in one place and acting as an introduction to guide them to stalls they may not have been aware of.



VIP EXPERIENCE

The VIP Experience revolves around the main event hall and focuses on a "preferential treatment" aspect for VIP guests, including a whisky dining experience.



PAYMENT SYSTEMS

For the event as a whole, there will be a token system for "payment" when guests are requesting samples from exhibitors



WHISKY LIVE THAILAND LITE - TOUR

Whisky Live Thailand 2022 will be supported by a series of mini touring events 'Whisky Live Thailand Lite' planned to start towards the end of 2021 and run for 12 months up to the main event in October 2022.

The tour will visit Thailand's four other MICE Cities - Chiang Mai, Koh Kaen, Pattaya and Phuket in the lead up to the main event in Bangkok. Secondary MICE Cities may be added.

'Whisky Live Thailand Lite' will feature stalls, tastings and dinners and offers an excellent channel for Sponsors and Partners to maximise their association with the event across the Kingdom.

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WHISKY LIVE - AROUND THE WORLD

Whisky Live was started in 2000 with two shows in London and Tokyo. Today, Whisky Live spans the entire globe with 32 shows in 20 countries.

WHO SHOULD SPONSOR?

Whisky Live Thailand 2022 is a great opportunity for brands in the following sectors:

Airlines	Financial Services	Jewellery	Property
Boats	Fine Cuisine	Legal	Security
Coffee	Florists	Luggage	Shipping
Catering	Golf	Luxury	Travel
Cigars	Guns	Luxury Watches	Whisky
Cosmetics	Hotels	Other Spirits	Wine
Exotic Cars and Bikes	Insurance	Premium Beers	Up-market Collectables

WLT 2020 FACTS & FIGURES

30 different exhibitors, sponsors and media partners

220 DISTINCT PRODUCTS
from whisky and rum to vodka and gin

750 TO 800 GUESTS
with a good mix of local F&B industry professionals to whisky enthusiasts from far and wide, the furthest of which travelled from the UK

INTERNATIONAL GUESTS
most came from a little closer to Thailand, notably Vietnam, Singapore and the Philippines

**MASTER CLASS
TIMETABLE**
featured over 20 unique classes

**MEDIA PARTNER
PROMOTION**
5 million + people in the run-up to the event

**RENAISSANCE HOTEL
IN BANGKOK**
Friday the 31st January -
Saturday the 1st February

6

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WHY GET INVOLVED?

WHISKY LIVE THAILAND 2022 MEDIA PARTNERS

Guaranteed coverage with our Media Partners – currently being confirmed.

ADVERTISING

ONLINE - Whisky Live Thailand 2022 marketing team will work closely with leading international industry web portals to reach subscribers and visitors through web advertising and targeted email campaigns.

PRINT - a media-wide advertising campaign will begin months before the show, focusing on key professionals from the industry, news, lifestyle and business publications enhanced with editorial content.

DIGITAL DISPLAYS

Large digital display boards in the main hall will be utilised to inform guests of the Master Class timetable, show layout and exhibitors in attendance, while also offering additional advertising options to those exhibitors that wish to leverage this opportunity.

EVENT BROCHURE

The event brochure will list exhibitors at the show, how to find them, a show map and Master Class timetable. It will also have additional advertising space for sale.

PR & CONTENT

Whisky Live Thailand 2022 is hot news. All Sponsors and Partners will have rights to associate with the event for PR and advertising activity. Sponsors and Partners can create content through: Q&As with Exhibitors; Fun Challenges; Celebrity and Expert Speaker Features; Show Highlights; Onsite Promotion; Press Conferences; and Charity Links.

The PR campaign ensures wide coverage both during and after the Show and will feature:

- Media engagement and editorial in business publications and monthly luxury magazines
- Features on the Whiskies at the show
- Online campaign of advertising, editorial, blogging and social media
- International and local news channels

DIGITAL & SOCIAL RIGHTS

Exposure through...



<https://twitter.com/WhiskyLive>



<https://www.instagram.com/whiskylive/>



<https://www.facebook.com/whiskylivethailand>



<http://www.whiskylive.com/>



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WHY GET INVOLVED?

MERCHANDISING RIGHTS

We offer our Sponsors, Supporters, Suppliers and Local Partners the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, Whisky Live Thailand 2022 Goodie Bags.

HOSPITALITY & NETWORKING RIGHTS

Whisky Live Thailand 2022 offers a plethora of fantastic opportunities to entertain customers, clients and executives in Bangkok. With an endless selection of the finest whiskies in the world and a number of party opportunities this is an excellent way to do and promote your business.

INVITATIONS

Invitations will be mailed to qualified VIP guests internationally and regionally, as well as being distributed to Sponsors, Exhibitors and Media Partners.

EXPERIENTIAL RIGHTS

Bangkok attracts thousands of visitors in October and with it huge opportunities for Sponsors & Partners to promote their products and services. The visitors provide Sponsors with a mixture of: High Net Worth Individuals from media celebrities to business entrepreneurs from all industries; corporate high flyers from media and advertising; and tourists.



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VISITORS

Whisky Live Thailand 2022 is a prime opportunity where whisky enthusiasts can mingle with world-renowned whisky makers, master blenders and brand ambassadors.

The Show will attract both consumers and business audiences, offering the Exhibitors and Sponsors alike the very best opportunity to showcase their products to:

CONSUMERS
BUSINESS
REGIONAL DISTRIBUTORS & RETAILERS
KEY BUYING PEOPLE
HOTELS
RESTAURANTS
DUTY FREE SHOPS

HIGH NET WORTH INDIVIDUALS LUXURY GOODS MARKET IN ASIA

Asia is the single largest and fastest growing market for high-end luxury lifestyle products in the world today. With Cigar sales growing in excess of 18% per annum and Single Malt Whisky increasing by more than 21% per annum, Asia is leading the world in expansion of middle and high-income earners needing something to spend their money on. *Source: APCWLE*

The story of the next decade in wealth will most definitely include Indonesia, Thailand, Malaysia and the Philippines – all are populous, have considerable inward investment, and are improving infrastructure. By 2040, Asia will be home to more than 165,000 UHNWIs. *Source: Decade of Wealth, Wealth-X*

Asia is the world's largest and fastest growing market for the consumption of luxury products. The global luxury brand market is approximately US\$80 billion, of which Asia has the largest market share at 37%, followed by Europe at 35%, the US 24%, and the rest of the world at 4%. *Source: The Asia Wealth Report*

INVENTORY OF RIGHTS	PARTNER LEVEL			
	TITLE SPONSOR& PRESENTING SPONSOR	HOST SPONSOR SOLD	CO-SPONSOR	OFFICIAL SUPPLIERS/ MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS				
Rights to title "[Title Sponsor] Whisky Live Thailand 2022 in association with [Presenting Sponsor]" for PR and advertising use	Yes			
Rights to title "[Host Sponsor Name] Official Host Sponsor of [Title Sponsor] Whisky Live Thailand 2022 in association with [Presenting Sponsor]"; for PR and advertising use		Yes		
Rights to title "[Sponsor Name] Official Co-sponsor of [Title Sponsor] Whisky Live Thailand 2022 in association with [Presenting Sponsor]" for PR and advertising use			Yes	
Rights to title "[Sponsor Name] Official Supplier / Media Partner [Title Sponsor] Whisky Live Thailand 2022 in association with [Presenting Sponsor]" for PR and advertising use				Yes
Category Exclusivity	Yes	Yes	Yes	
INTELLECTUAL PROPERTY & BRANDING RIGHTS				
LOGOS & IMAGES				
Right to use Whisky Live Thailand 2022 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes	Yes
EVENT BRANDING				
Logo on outside main exhibition hall	Yes			
Logo in entrance area of main exhibition hall	Yes Prominent	X1 logo	X1 logo	X1 logo
Logo inside main exhibition hall and on Digital Displays	Yes			
Logo on advertising hoardings at the event	X6	X10	X10	
Logo on advertising boards (4m by 3m) around Bangkok	4 boards	X8	X8	X8
Media interview area backdrop branding	Yes	Yes	Yes	Yes
Banners in show bar & restaurant	Yes	Yes	Yes	Yes
Banners in exhibitor's lounge	Yes			Yes
Logo on Whisky Live Thailand 2022 officials' clothing	All	Yes	Yes	
Logo presence at Whisky Live Thailand Conference 2022	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
WHISKY LIVE THAILAND LITE - PRE TOUR BRANDING				
Naming rights to Whisky Live Thailand Lite Tour / Preview	Yes			
Logo presence Tour venues	Yes	Yes	Yes	Yes

INVENTORY OF RIGHTS	PARTNER LEVEL			
	TITLE SPONSOR& PRESENTING SPONSOR	HOST SPONSOR SOLD	CO-SPONSOR	OFFICIAL SUPPLIERS/ MEDIA PARTNERS
MEDIA, PROMOTION & PR RIGHTS				
Logo on literature pre / post events, website, stationery etc.	Yes			Yes
Event Brochure (Programme) advertisement	Full Page Premium Location	Full Page	Full Page	½ Page
Brand name mention and logo in Whisky Live Thailand 2022 press information and advertisements	Yes	Yes	Yes	Yes
Inclusion in any TV / Radio advertisement / documentary produced	Yes	Yes	Yes	
Inclusion in any marketing / sales materials	Yes	Yes	Yes	
Logo on advertising in Media Partner publications – size dependent on sponsorship level	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Representative to speak at press conferences	Yes			
DIGITAL & SOCIAL RIGHTS				
Branding on event emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts	Yes	Yes	Yes Less Prominent	Yes Less Prominent
Logo inclusion in any APP produced by the event	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Forwarding of promotional materials to show's database	Yes	Yes	Yes	Yes
EXPERIENTIAL RIGHTS				
Promotional / trade booth at event and promotional staff	Yes	Yes	Yes	
Promotional literature at the event	Yes	Yes	Yes	
Sampling	Yes	Yes	Yes	
HOSPITALITY & NETWORKING RIGHTS				
VIP tickets for each party organised	20 per party	10 per party	10 per party	10 per party
VIP sponsor passes	25	15	10	10
Master Class passes	10	10	4	4
MERCHANDISING RIGHTS				
Logo on Official Whisky Live Thailand 2022 T-shirt (min 1,000 produced)	Yes	Yes	Yes	
Insertion of promotional material or product sample into goodie bag	Yes	Yes	Yes	Yes
Use of backside of tickets for advertising purposes (at Sponsor's cost)	Yes			
Logo on VIP, media & staff passes	Yes			

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LOCAL PARTNER & WHISKY MARKET SUPPORTER PACKAGES

We have a limited number of opportunities for our Bangkok based Partners and Whisky Market Supporters at the following levels, which offer branding and hospitality benefits.

LOCAL PARTNERSHIP

- Use the event's name / logo in your own publicity (e.g. "Local Partner of...")
- Logo / link on event website sponsors' page
- Logo + 1/4 page advertisement in event programme
- Logo on event poster / billboards (Bangkok coverage)
- 5 x VIP passes
- Promotional literature at event
- Logo on stage / interview area backdrop(s)

WHISKY MARKET SUPPORTERS

- Use the event's name / logo in your own publicity (e.g. "Official Supporter of...")
- Company name / link on event website sponsors' page
- Logo in event programme sponsors' page
- Company name on event poster / billboards (Bangkok coverage)
- Company name in media partner advertising
- 2 x VIP Passes
- Promotional literature at event
- Logo on stage / interview area backdrop(s)

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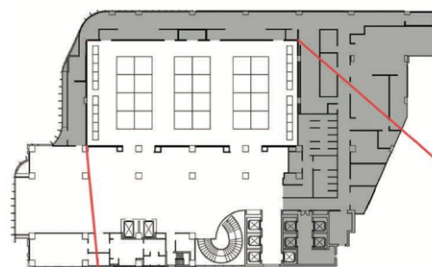
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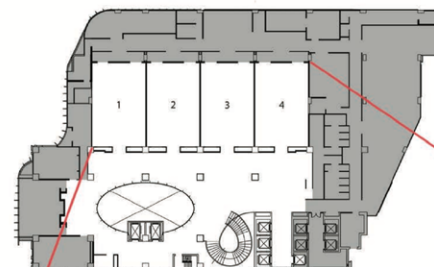


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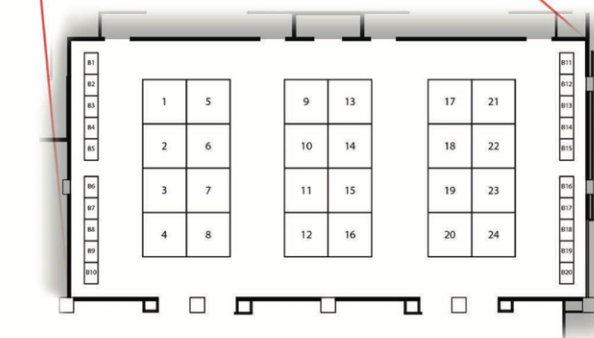
EXHIBITOR OPTIONS



FLOOR 9.



FLOOR 8.



24 - 3X3 METER STALLS

20 - 1.5 METER "BARS"

ROOM 1 ROOM 2 ROOM 3 ROOM 4

FRIDAY.

1. 17:00 - 18:00	2. 17:15 - 18:15	3. 17:30 - 18:30	4. 17:45 - 18:45
5. 18:30 - 19:30	6. 18:45 - 19:45	7. 19:00 - 20:00	8. 19:15 - 20:15
9. 20:00 - 21:00	10. 20:15 - 21:15	11. 20:30 - 21:30	12. 20:45 - 21:45
13. 21:30 - 22:30	14. 21:45 - 22:45	15. 22:00 - 23:00	16. 22:15 - 23:15

SATURDAY.

17. 17:00 - 18:00	18. 17:15 - 18:15	19. 17:30 - 18:30	20. 17:45 - 18:45
21. 18:30 - 19:30	22. 18:45 - 19:45	23. 19:00 - 20:00	24. 19:15 - 20:15
25. 20:00 - 21:00	26. 20:15 - 21:15	27. 20:30 - 21:30	28. 20:45 - 21:45
29. 21:30 - 22:30	30. 21:45 - 22:45	31. 22:00 - 23:00	32. 22:15 - 23:15

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THAILAND 2022



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EXHIBITOR OPTIONS

Participating in Whisky Live Thailand 2022 is the best opportunity to gain access to the fast growing Whisky market in South East Asia and beyond.

The trade programme offers a platform for Exhibitors, Sponsors & Partners to gain exposure for their brands and explore new platforms through

- Workshops and Educational Events
- Speakers Corner
- Whisky Live Thailand Conference 2022

Whisky Live Thailand 2022 will have:

24 x EXHIBITION STALLS
20 x BARS STALLS

As well as four conference rooms each hosting four sessions per day over two days – 32 sessions in total covering Workshops, Speakers and Tastings.

The 24 Exhibition stalls are arranged in blocks of eight and the 20 Bar stalls in four groups of five.

3m x 3m Exhibition Stall Package - 75,000 THB includes:

1 x Master Class slot
1 x A4 page in the Show Book
Power to Booth
Early access to the event hall for set up

1.5m "Bar" Stall - 15,000 THB includes:

Bar provided
1/3rd A4 page in the Show Book
No Master Class
No Power to Bar

Additional Options Include (Available to all exhibitors)

Additional Master Class Slots - 10,000 THB
A4 Advertisement in Show Book - 2,000 THB
Advertising Slot on Show Screens - 3,000 THB

OFFER FOR RETURNING EXHIBITORS

For exhibitors that took part in our WLT2020 event, there is a 30% discount on the 2022 event fee, available until the end of August 2021.

SPECIAL COVID PAYMENT OPTION

25% deposit up to one year before the event, with another 50% paid up to six months before and the final 25% settled one month before the show.

HOW TO BOOK

To book simply complete the booking form.

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HOST PARTNER

Carlton Hotel Bangkok Sukhumvit is one of the most luxurious and refined new five-star hotels in Bangkok. Stylish and contemporary, the hotel offers 338 elegant rooms and suites, a choice of renowned dining venues including the signature Cantonese restaurant, Wah Lok, and a chic rooftop bar with panoramic views of the cityscape.

Guests can take time out to relax beside the pool, enjoy a rejuvenating treatment in a tranquil spa, or an invigorating work-out at the gym.

<https://www.carltonhotel.co.th/>



ORGANISERS

FAH MAI HOLDINGS INC.

Fah Mai Holdings Inc. is an international whisky investment company headquartered in Bangkok, Thailand. Established in 2017 Fah Mai Holdings have set out to collect the world's largest collection of investment grade whisky.

PLATINUM CASK LIMITED

Platinum Cask is a UK registered company set up by Fah Mai Holdings Inc. allowing people to own and trade fractions of Scotch Whisky casks in affordable units.

Founder & CEO - Louis Joseph Haseman

President & Partner - Daniel Monk

Executive Director - Paul Lambrick

WHISKY MAGAZINE

Whisky Live Thailand is supported by Whisky Magazine the world's leading publication on whisky sharing news, opinion, blind tasting reviews, distillery histories, guides to the best bars around the world, pairings, cocktails and more.

www.whiskymag.com

THE "SAVE THE DATE" EVENT FOR ANY WHISKY LOVERS' DIARY

ORGANISED BY FAH MAI HOLDINGS INC.
AND PLATINUM CASK LIMITED



MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSORSHIP EXPERTS

WWW.WHISKYLIVETHAILAND.COM

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CONTACT

FAH MAI HOLDINGS

3rd Floor, Liberty Building,
Sukhumvit 55 Road,
Klongton Neau,
Wattana,
Bangkok 2020
+66 (0)2 107 1047
<https://whiskylivethailand.com/>
<http://www.platinumcask.com>
<http://www.fahmaiholdings.com>

Paul Lambrick- Executive Director

(English Speaking)
email: paul@fahmaiholdings.com
Tel. +66 9 2980 8022

Louis Joseph Haseman – CEO

(English Speaking)
email: louis@fahmaiholdings.com
Tel. +66 9 0807 0617

PAUL POOLE (SOUTH EAST ASIA) CO., LTD.

198 Tanou Road
Bovernives
Pranakorn
Bangkok 10200
Thailand
Tel. / Fax: +66 2622 0605 - 7
www.paulpoole.co.th

Paul Poole - Managing Director

(English Speaking)
email: paul@paulpoole.co.th
Tel. +66 8 6563 3196

Udomporn Phanjindawan - Personal Assistant

(Thai / English Speaking)
email: udomporn@paulpoole.co.th
Tel. +66 8 6382 9949

