



— BREWING CO. —
NEWCASTLE
— DISTILLING CO. —

newcastledistillingco.com.au   @NewcastleDistillingCo

BRAND GUIDE

2023V3_09/03/2023



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Any artwork created internal or external, using our logo, photos or assets must be approved by: michaela@newcastledistillingco.com.au before publishing or printing.

Access all approved assets on our Google Drive:

LOGO & MEDIA KIT 2023

Using Adobe CC?

Ask Michaela (mobile: 0400 006 422) to share the NDC CC Library for instant asset access.



OUR STORY

Newcastle Distilling Company is a small-batch, craft distillery; created by true artisans with a commitment to quality over quantity. Every batch is made from scratch, using natural, local Australian ingredients to create aromatic, flavourful experiences. Perfectly distilled in house to capture the impeccable taste from the first sip to the last. With a passion for experimentation, the process of distilling has become their art form.

Newcastle Distilling Co's founder, Lucas; realised his passion from an early age. At 18 years old, he purchased a still from a local garage sale, a hobby that would soon turn into his career. In 2014, he relocated to Cooma and opened Catcher & Co, a small distillery. Lucas had a grander vision; to grow and become a house hold name in Australian Spirits.

In 2018, Lucas decided to move up to Newcastle to be closer with his family. Leading to a rebrand, the beginning of Newcastle Distilling Company.

2023, the company is expanding, moving from Shortland to a new "world first" custom design Hybrid Brewery and Distillery in Wickham.

Along with a focus on the promotion of our Hunter Valley and Warners Bay locations - where our customers can be immersed in the full Newcastle Distilling Co experience.

BRAND EVOLUTION



Est. 2018 - Shortland



Oct 2021 - Birchal +646 Shareholders



2020 - 2022
Hunter Valley Venue & Cellar Door
“Easy Street Collective”
Exclusive Gin Range: Four Seasons



2020 - Present: Brewing Co. added to logo, all products and locations under one brand.



Hunter Valley
Bar, Kitchen, Functions & Cellar Door
Newcastle Distilling Company



Wickham
Hybrid Brewery Distillery
Bar and Bottle Shop



Warners Bay
Bottle Shop, Cellar Door &
Experimental Beer Laboratory



House Party
Fun, Flavoured Vodka
Aimed 18 - 35 market

PRIMARY LOGO

— BREWING CO. —
NEWCASTLE
— DISTILLING CO. —

— BREWING CO. —
NEWCASTLE
— DISTILLING CO. —

LOGO USE

All Logo use internal or external must be signed off by: michaela@newcastledistillingco.com.au

Logo use and spacing.
 At any scale - the height on the 'N' determines a minimum spacing from the edge of a paper, boarder or other logo. Top and bottom a minimum 50% height of N is required.



Logo with Digital Share Bar placement:

At any scale - the height on the 'D' determines a minimum spacing between base of logo and Digital Share Bar.



Logo not to be used over complex image or background.

Do not apply any effects to the logo.

X

✓



X

X

X



ASSET USE

Digital Share Bar format (google drive: eps & png - black & white):

website: always all lower case - Lato Bold

Socials: Font Awesome brands insta & FB icons with Camle Case Lato Bold text.



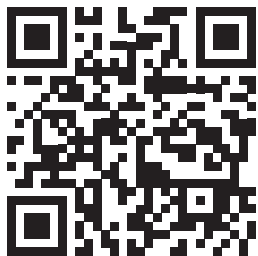
newcastledistillingco.com.au   @NewcastleDistillingCo

  @NewcastleDistillingCo

newcastledistillingco.com.au

QR Codes (google drive: eps & png - black & white)

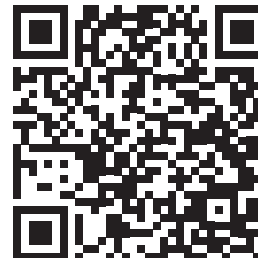
newcastledistillingco.com.au



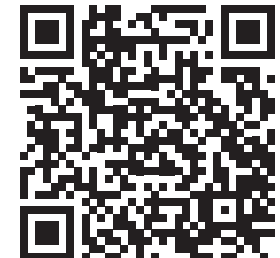
 @NewcastleDistillingCo



 @NewcastleDistillingCo



newcastledistillingco.com.au/spirit-competition



CORPORATE COLOURS

BEST BLACK

-

PANTONE BLACK 6C

R7 G6 B6

C2 M13 Y13 K97

#070606

PAPER

-

NO PANTONE

R255 G255 B255

CO MO YO KO

#FFFFFF

ROLLING STONE

-

PANTONE 175-9 C

R101 G120 B117

C16 M0 Y3 K63

#657875

CONTESSA

-

PANTONE 60-10 C

R202 G120 B119

CO M41 Y41 K21

#CA7877

ANZAC

-

PANTONE 150960 TPG

R219 G159 B55

CO M27 Y75 K14

#DB9F37

CORPORATE FONTS

SS NIXON FONT FAMILY

Nickson Font Family includes 15 fonts that have different styles from each other but at the same time perfectly paired when used together. Seven display fonts, one script font, 250+ illustrations (using new techniques so you will not lose every detail), badges, labels, and catchwords.

Used in Logo, print and digital designs as header font.
Licensed: desktop and webfont, Creative Market.

SS Nixon One

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

SS Nixon Two

THE QUICK BROWN FOX JUMPS OVER

SS Nixon Three

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

SS Nixon Four

THE QUICK BROWN FOX

SS Nixon Catchwords

© 7 WITH A With LTON CO SINCE AND IN OF THE BY IN FOR

SS Nixon Five

THE QUICK BROWN FOX JUMPS

SS Nixon Six

THE QUICK BROWN FOX JUMPS OVER THE LAZY

SS Nixon Seven

The quick brown fox jumps over the lazy dog

SS Nixon Eight

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

CORPORATE FONTS

LATO REGULAR / FONT FAMILY

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic (“Lato” means “Summer” in Polish).

Used in all body text of all print and digital designs.
Licensed: desktop and webfont, Adobe.

Lato Regular

The quick brown fox jumps over the lazy dog

BLACKFLOWER REGULAR

Designer Leon Hulst created the font in 1994. It is the digitalized handwriting of Leon Hulst. As is common of handwriting fonts, the forms of the letters seem spontaneous and individual.

Used to add a “personal touch” to text - mainly social media and digital designs.
Licensed: desktop and webfont, myfonts.com

Blackflower Regular

The quick brown fox jumps over the lazy dog

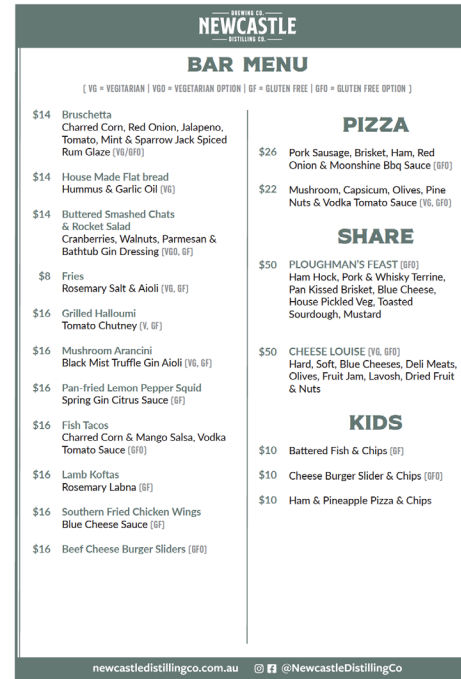
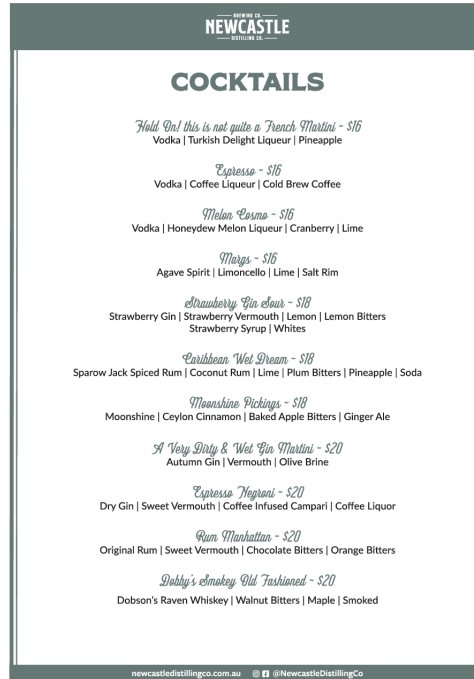
FONT AWESOME PRO BRANDS

To be used for ALL social and affiliated company icons digital and print.
Licensed: Font Awesome Pro annual license, Font Awesom.com



CORPORATE FONTS

Examples of Corporate Font use in print:



CORPORATE FONTS

Examples of Corporate Font use in Signage:



WEBSITES

NEWCASTLEDISTILLINGCO.COM.AU

- HOUSEPARTYSPIRITS.COM.AU

- WHISKYANDRUMAUSTRALIA.COM.AU

FREE SHIPPING OVER \$200

BREWING CO.
NEWCASTLE
DISTILLING CO.


in f @

Home Hunter Valley Shop Barrels House Party Vodka
Catalogue Corporate Branding Merchandise About Us
Contact Us

Handcrafted Australian Spirits.

Newcastle Distilling Company is a small-batch, craft distillery that delivers unique, aromatic flavours - sourced from Australian ingredients and carefully brewed, fermented, distilled and bottled in Newcastle, NSW Australia.

We believe the passion that goes into each product, ensures a premium experience for you, our customers.



SHOP

E-GIFT CARDS Available Now BUY NOW

FREE SHIPPING On Orders \$200+ AUSTRALIAWIDE

FANCY A TASTE? Distilling Done OUR LOCATIONS

DISCOVER OUR TOP FLAVORS.



Sour Apple Buy Now

Sex on the Beach Buy Now

Fruit Tingle Buy Now

Grape Buy Now


Grape • Lime • Mango • Spice • Orange • Passion Punch • Pina Colada • Pineapple • Raspberry

Born in Newcastle

Newcastle's harbour, bustling cafes, lively music scene and sun-soaked lifestyle form the heart and soul of House Party. From the city's sunlit days and oceanic blues to its urban rhythm - every aspect of this vibrant coastal town finds expression in House Party's range of flavours. It's a party that starts in the heart of Newcastle and reaches you, wherever you are.

Each flavour is designed to whisk you away on a fun, fizzy, and fruity adventure, bringing the vibrant tastes of Australia straight into your glass.

Choose your flavour, embrace the fun, and let the party begin with House Party.



Home Shop

W&R
WHISKY & RUM
AUSTRALIA

Login 

Dream of owning your own barrel of Australian Single Malt Whisky or Rum?

Shop Now

We use the Highest Quality Australian Ingredients

Handcrafted Single Malt Whisky using Voyager Craft Malt, Whitton NSW Australia.
Our Rum is handcrafted, every batch from scratch using 100% Australian Treacle.



W&R
WHISKY & RUM
AUSTRALIA

Contact: hello@whiskyandrum.com.au
NSW Liquor Licence: LIQP77007752
We promote for all to: [Drink Wise](#)

Website by [Whisky and Rum Australia](#), 2023

SHOP

REFILL SUBSCRIPTION

- VODKA
- GIN
- WHISKY + RUM
- LIQUEURS
- LIMITED EDITION
- WHISKY CLUB



700ml Spirit Refill Pack
from \$43.00



700ml Refill Pack - Fortnightly Subscription
from \$60.00 every 2 weeks



700ml Refill Pack - Monthly Subscription
from \$60.00 every month

PHOTOGRAPHY & IMAGE TREATMENT

High contrast, moody, warm, texture, natural elements and “a vibe”
Human elements hands and actions... product interaction.
STAFF PORTRAITS: Black and White, shot at Hunter Valley Venue.



LABELS

Botanical Element:
White, 15% on each label.



Label Sizes:

50ml - Sample / Pack Size: 70mm x 35mm

330ml - Cocktail Cans: 200mm x 85mm

375ml - Core Range: 155mm x 60mm

700ml - Core Range: 190mm x 95mm

700ml - Limited Edition, Front and Back: 80mm x 150mm

750ml - Premium Range: 190mm x 95mm

500ml - Liqueur: 185mm x 60mm - custom knife



LABELS / CORE RANGE

NDC_Label_BathtubGin_700ML_190x95.pdf 1 15/9/21 7:33 am



NDC_Label_DryGin_700ML_190x95.pdf 1 15/9/21 7:28 am



BATHTUB GIN

-
R83 G154 B139
C65 M15 Y46 K11
#539A8B

Available in:

50ml
 375ml
 700ml

DRY GIN

-
R76 G150 B180
C61 M14 Y8 K19
#4C96B4

Available in:

50ml
 375ml
 700ml

LABELS / CORE RANGE

NDC_Label_InfusionGin_Strawberry_700ML_190x95.pdf 1 15/9/21 7:35 am

WE START WITH OUR HANDCRAFTED, TRIPLE DISTILLED VODKA. DISTILLED A FOURTH TIME WITH STUNNING LOCALLY SOURCED JUNIPER BERRIES, THE SPIRIT IS THEN ALLOWED TO INFUSE WITH A COMBINATION OF STRAWBERRIES, APPLE, HIBISCUS AND ROSEHIP. THE COMBINATION GIVES A RICH RED COLOR, BEAUTIFUL AROMA AND DELICIOUS FLAVOR. DRINK IT STRAIGHT OVER ICE OR WITH A DASH OF SODA. FOR A REFRESHING EXPERIENCE.

EST. 2018

NEWCASTLE

DISTILLING CO.



9 356780 000008

CRAFTED AND BOTTLED AT NEWCASTLE DISTILLING CO
NEWCASTLEDISTILLERY.COM.AU

STANDARD DRINKS 23 Get Help Now Drink Wise. org.au

INFUSION GIN
— STRAWBERRY —

@NEWCASTLEDISTILLINGCO 700ML 40% ABV DISTILLED BY: *Lucas Cattell*

NDC_Label_Vodka_700ML_190x95.pdf 1 15/9/21 7:32 am

HANDCRAFTED USING AUSTRALIAN RAW MATERIALS. WE TRIPLE DISTILL AND DOUBLE CARBON FILTER OUR VODKA. RESULTING IN A SMOOTH, CRISP FLAVOUR. ENJOY THIS REFRESHING SPIRIT STRAIGHT, OR IN YOUR FAVOURITE COCKTAIL.

EST. 2018

NEWCASTLE

DISTILLING CO.



9 354165 000216

CRAFTED AND BOTTLED AT NEWCASTLE DISTILLING CO
NEWCASTLEDISTILLERY.COM.AU

STANDARD DRINKS 23 Get Help Now Drink Wise. org.au

VODKA

@NEWCASTLEDISTILLINGCO 700ML 40% ABV DISTILLED BY: *Lucas Cattell*

STRAWBERRY GIN

-
R238 G35 B66
CO M98 Y74 K0
#EE2342

Available in:

50ml
700ml

VODKA

-
R150 G13 B46
C13 M100 Y71 K35
#960D2E

Available in:

50ml
375ml
700ml

LABELS / CORE RANGE

NDC_Label_Moonshine_700ML_190x95.pdf 1 15/9/21 7:29 am



NDC_Label_OriginalSparrow_700ML_190x95_V2.pdf 1 15/9/21 7:30 am



MOONSHINE

RO G65 E90
C97 M53 Y31 K48
#00415A

Available in:

50ml
375ml
700ml

SPARROW JACK ORIGINAL

F94 G36 E45
C38 M84 G63 K54
#5E242D

Available in:

50ml
375ml
700ml

LABELS / CORE RANGE

NDC_Label_SpicedSparrow_700ML_190x95_v2.pdf 1 15/9/21 7:31 am

DOUBLE DISTILLED FROM A BASE OF FERMENTED AUSTRALIAN TREACLE. THIS SPIRIT IS UNFILTERED, ENSURING MAXIMUM FLAVOUR RETENTION. AGED IN A PORT BARREL, THEN INFUSED WITH A DELIGHTFUL BLEND OF 15 SPICES INCLUDING CINNAMON, NUTMEG, AND CLOVES. THIS UNIQUE SPIRIT IS SURE TO TANTALISE YOUR TASTEBUDS.

EST. 2018

NEWCASTLE

DISTILLING CO.



9 354165 000339 >

CRAFTED AND BOTTLED AT NEWCASTLE DISTILLING CO
NEWCASTLEDISTILLERY.COM.AU



SPARROW JACK
— SPICED —

@NEWCASTLEDISTILLINGCO 700ML 40% ABV DISTILLED BY: *Lucas Cattell*

NDC_Label_VirginSparrow_700ML_190x95_v3.pdf 1 15/9/21 7:32 am

DOUBLE DISTILLED FROM A BASE OF FERMENTED AUSTRALIAN TREACLE. THIS SPIRIT IS UNFILTERED, ENSURING MAXIMUM FLAVOUR RETENTION. SWEET AND SMOOTH. LET OUR VIRGIN SPARROW JACK TAKE YOU TO THE CRYSTAL CLEAR WATERS OF THE CARIBBEAN IN YOUR FAVOURITE SUMMER COCKTAILS.

EST. 2018

NEWCASTLE

DISTILLING CO.



9 354165 000292 >

CRAFTED AND BOTTLED AT NEWCASTLE DISTILLING CO
NEWCASTLEDISTILLERY.COM.AU



SPARROW JACK
— VIRGIN —

@NEWCASTLEDISTILLINGCO 700ML 40% ABV DISTILLED BY: *Lucas Cattell*

SPARROW JACK SPICED

R94 G64 B108
C71 M84 Y33 K15
#5E406C

Available in:

50ml
375ml
700ml

SPARROW JACK VIRGIN

R250 G184 B169
C0 M33 Y27 K0
#FAB8A9

Available in:

50ml
375ml
700ml

LABELS / PREMIUM RANGE

NDC_Label_VH_SingleMaltWhisky_750ML_190x95_v3_0.pdf 1 3/7/19 2:05 pm



ai1575344154220_NDC_Label_VH_NovocastrianRum_750ML_190x95_v3.pdf 1 3/12/19 2:35 pm



VICTOR HINGSTON WHISKY
-
BLACK
GOLD FOIL / PRINT

Available in:

50ml
750ml



NOVOCASTRIAN RUM
-
R155 G27 B31
C24 M100 Y100 K24
#9B1C1F

Available in:


50ml
750ml

LABELS / PREMIUM RANGE

a11575344139216_NDC_Label_VH_PlumBrandy_750ML_190x95.pdf 1 3/12/19 2:35 pm

FROM ONE PROLIFIC PLUM TREE NESTLED IN THE NEW SOUTH WALES SNOWY MOUNTAINS PROPERTY, WE EAGERLY HAND PICKED 20KGS OF LUSH, FRESH AUSTRALIAN PLUMS TO BE FERMENTED NATURAL. ALLOWED TO FERMENT FOR 3 MONTHS IN THE FRUIT'S WILD YEAST, THEN DOUBLE DISTILLED BEFORE AGING IN AMERICAN OAK BARREL FOR 3 YEARS. THE RESULT IS A SMOOTH, SWEET UPLIFTS WITH A STUNNING AROMA OF MOUNTAIN GROWN PLUMS.

BREWING CO.
NEWCASTLE
 DISTILLING CO.



NEWCASTLEDISTILLERY.COM.AU

DARB & DANDY
 — PLUM BRANDY —

LIMITED EDITION	750ML	CASK STRENGTH	ABV: 46%
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NDC_Label_FC_SingleMalt_750ML_190x95.pdf 1 31/1/23 5:02 pm

BARREL:

AGE:

BOTTLED:

EST. 2018
NEWCASTLE
 DISTILLING CO.



STANDARD DRINKS

— **FOUNDERS CLUB** —
 SINGLE MALT

BOTTLE NO:	750ML	CASK STRENGTH	ABV:
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DARB & DANDY PLUM BRANDY

R79 G38 B108
 C82 M100 Y23 K15
 #4F266C

Available in:

50ml
 750ml

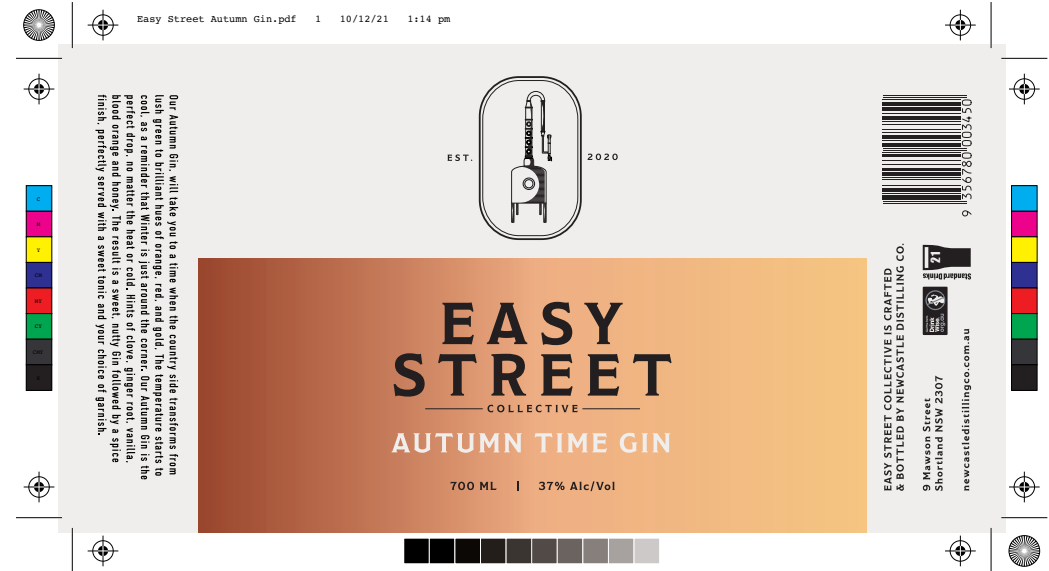
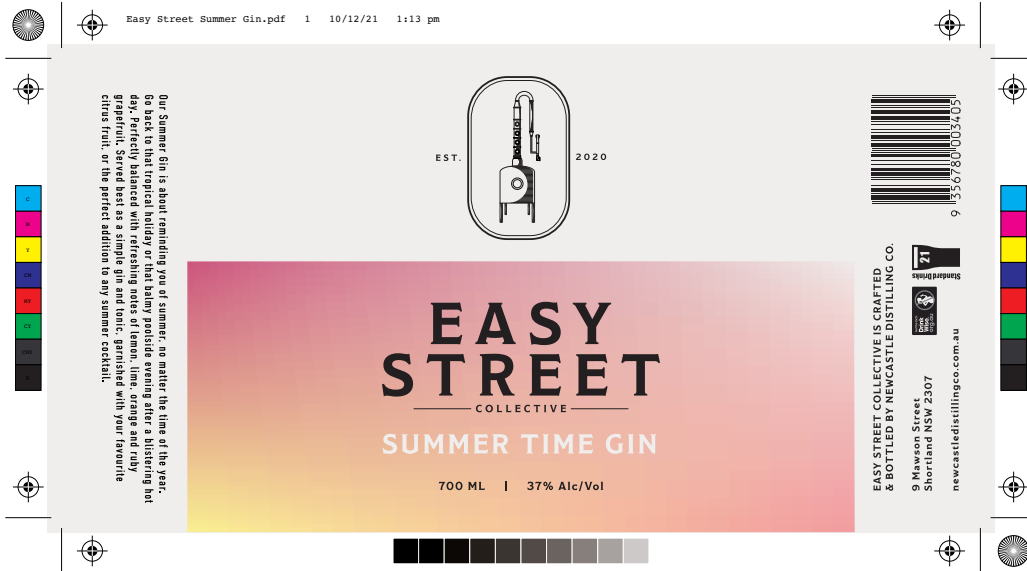
FOUNDERS CLUB

R17 G84 B65
 C88 M42 Y75 K39
 #115441

Available in:

750ml

LABELS / FOUR SEASONS



SUMMER TIME GIN

CUSTOM GRADIENT
COLOUR SET IN CC LIBRARY

Available in:
700ml



AUTUMN TIME GIN

CUSTOM GRADIENT
COLOUR SET IN CC LIBRARY

Available in:
700ml

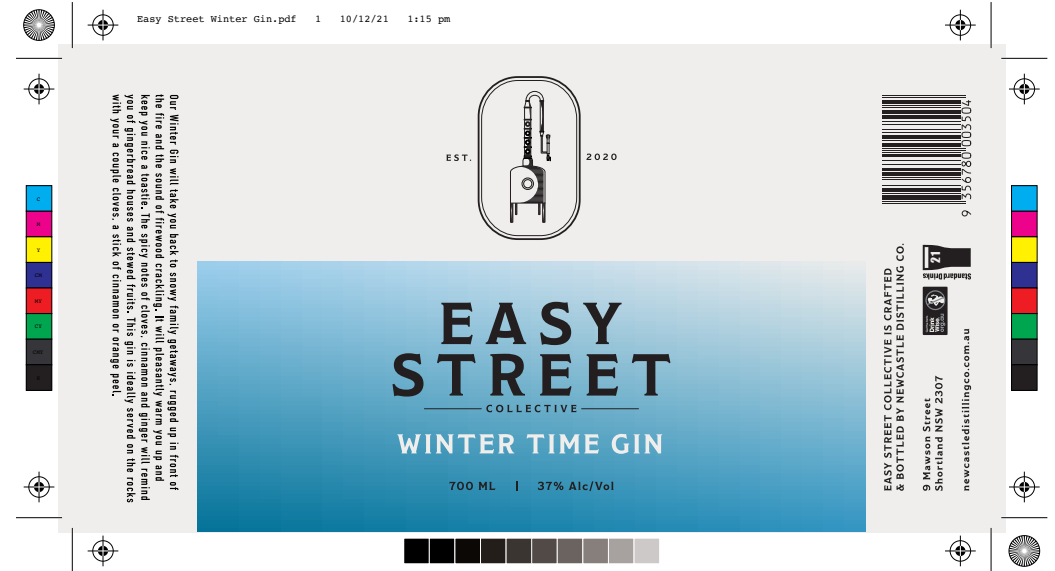
LABELS / FOUR SEASONS



SPRING TIME GIN

CUSTOM GRADIENT
COLOUR SET IN CC LIBRARY

Available in:
700ml



WINTER TIME GIN

CUSTOM GRADIENT
COLOUR SET IN CC LIBRARY

Available in:
700ml

LABELS / LIMITED EDITION



— BREWING CO. —
NEWCASTLE
 — DISTILLING CO. —

The Mist is the world's First Black Gin with a unique blend of juniper, black truffles, rock salt, szechuan black pepper, lemon myrtle, orris root, angelica root, tarragon and chervil. Best enjoyed over ice.

The Black Perigord Truffles used in this gin are locally sourced from Macenmist Truffiere in Bredbo, NSW. Barbara and Richard have been growing these elegant black truffles since 2008 and rather than using the tradition pig to sniff out the truffles, they have two Lagotto Romagnolo dogs, Fahren and Tawdiff, who love the seasonal truffle hunt.

This will be Lucas Cattell's fifth season of using their Perigord Truffles, to distill this limited edition gin.

2022 Bottle:

newcastledistillingco.com.au

@NewcastleDistillingCo



THE MIST: BLACK TRUFFLE GIN
 -
BLACK

Available in:

50ml
 700ml

LABELS / LIQUEURS

ai1590487007128_NDC_LiqueurLabel_BlackSambuca.pdf 1 26/5/20 7:56 pm



ai159048149885_NDC_LiqueurLabel_ButterscotchPudding.pdf 1 26/5/20 6:24 pm



BLACK SAMBUCA

-

BLACK

Available in:

500ml

BUTTERSCOTCH PUDDING

-

R266 G150 B64

CO M46 Y86 KO

#E29641

Available in:

500ml

LABELS / LIQUEURS

ai159048151287_NDC_LiqueurLabel_CeylonCinnamon.pdf 1 26/5/20 6:25 pm



ai159048152589_NDC_LiqueurLabel_ChilliMango.pdf 1 26/5/20 6:25 pm



CEYLON CINNAMON

-
R223 G31 B38
C5 M100 Y100 K1
#DF1F26

Available in:
500ml

CHILLI MANGO

-
R250 G162 B27
C0 M42 Y100 K0
#FAA21B

Available in:
500ml

LABELS / LIQUEURS

ai159048153991_NDC_LiqueurLabel_ChocMint.pdf 1 26/5/20 6:25 pm



ai159048155393_NDC_LiqueurLabel_ChocOrange.pdf 1 26/5/20 6:25 pm



CHOCOLATE MINT

-
R114 G200 B180
C54 M0 Y36 K0
#72C8B4

Available in:
 500ml

CHOCOLATE ORANGE

-
R238 G92 B35
C1 M79 Y100 K0
#EE5D23

Available in:
 500ml

LABELS / LIQUEURS

ai159048156595_NDC_LiqueurLabel_ChocRum.pdf 1 26/5/20 6:26 pm



ai159048157797_NDC_LiqueurLabel_ClassicTiramisu.pdf 1 26/5/20 6:26 pm



CHOCOLATE RUM

-
R131 G60 B72
C37 M82 Y58 K28
#833C48

Available in:
500ml

CLASSIC TIRAMISU

-
R129 G64 B28
C32 M77 Y100 K34
#81401C

Available in:
500ml

LABELS / LIQUEURS

ai159048158999_NDC_LiqueurLabel_ColdBrewCoffee.pdf 1 26/5/20 6:26 pm



ai1590481639101_NDC_LiqueurLabel_CottonCandy.pdf 1 26/5/20 6:27 pm



COLD BREW COFFEE

-
R90 G60 B32
C45 M66 Y88 K50
#5A3C20

Available in:
500ml

CLASSIC TIRAMISU

-
R132 G211 B235
C44 M0 Y5 K0
#84D3EC

Available in:
500ml

LABELS / LIQUEURS

ai1590481658103_NDC_LiqueurLabel_JuicyWatermelon.pdf 1 26/5/20 6:27 pm



ai1590481978125_NDC_LiqueurLabel_MaltWhisky.pdf 1 26/5/20 6:32 pm



COLD BREW COFFEE

-

R28 G172 B101
C79 M4 Y82 K0
#1CAC65

Available in:
500ml

MALT WHISKY

-

R242 G203 B109
C5 M19 Y68 K0
#F3CB6D

Available in:
500ml

LABELS / LIQUEURS

ai1590481686107_NDC_LiqueurLabel_NativeLimoncello.pdf 1 26/5/20 6:28 pm



ai1590481699109_NDC_LiqueurLabel_SaltedCaramel.pdf 1 26/5/20 6:28 pm



NATIVE LIMONCELLO

-
R254 G188 B17
CO M28 Y100 K0
#FEBCT1

Available in:
500ml

SALTED CARAMEL

-
R179 G144 B87
C29 M40 Y75 K5
#B39057

Available in:
500ml

LABELS / LIQUEURS

all590481735111_NDC_LiqueurLabel_TurkishDelight.pdf 1 26/5/20 6:28 pm



TURKISH DELIGHT

-

**R241 G102 B124
CO M75 Y35 KO**

#F1667C

Available in:

500ml

LABELS / COCKTAIL CANS

Currently under review by MGDA Studio.

Current Release:



Second Release:



OTHER PRODUCTS

Currently under review by MGDA Studio.

1. Founders Club
2. Buy a Barrel Program
3. The Gypsy Brewing / Distilling Program



BREWING CO.
NEWCASTLE
DISTILLING CO.

Love Whisky?
Become a Founders Club Member today to get access to 10 bottles of our limited peated malt spirit drawn from our exclusive Founders Club casks, imported from Laphroig Distillery, Scotland.

Membership also includes a 750ml Newcastle Distilling Co bottle per year, Founders club merchandise, Certificate signed by owner Lucas Cattell and your name engraved onto the Founders Plaque at the Distillery.

Find out more at newcastledistillingco.com.au

WHISKY
FOUNDERS CLUB



BREWING CO.
NEWCASTLE
DISTILLING CO.

FOUNDERS CLUB

www.newcastledistillery.com.au



10% DISCOUNT
FOR IN-STORE & ONLINE PURCHASES

⊕ USE CODE **FOUNDERS** AT CHECKOUT

Only valid for use by Founders Club members.
Not transferable. Not redeemable for cash.


9 356780 000503

MEMBER NO. **0001**



OTHER PRODUCTS

Currently under review by MGDA Studio.



OWN A BARREL OF SINGLE MALT WHISKY OR RUM

We will produce a lightly peated, rye, heavily peated, or treacle (rum) new make spirit, then mature 25 or 100 litres of this spirit in a handcrafted American Oak port barrel for you for a minimum period of 2 years.

This spirit will commence maturation at 60% ABV, or whatever percentage you choose. At the completion of this 2 years, the product can be legally known as Whisky or Rum.

Find out more at newcastledistillingco.com.au



BREWING CO.
NEWCASTLE
DISTILLING CO.

The Gypsy Brewing / Distilling Program

\$55,000

Ever wanted to start your own brewery or distillery, but do not want to take on the full commitment of time and/or finances?

Would you like to have a home base from your home brewers club or make your own fresh wort kits?

We are excited to be offering 3 time share allocations for our planned Brewery and Distillery equipment.

As part of the offer, you will receive:

- 1 x 1000L fermentation tank. It must stay on site for 2 years, however, you own the tank.
- Free use of a bright tank as required.
- 3 x 12hr sessions per month to utilise the brew house, canning or distilling equipment (rotating schedule on weekdays and weekends, day or night shifts).
- 1 vertical pallet space of dry storage (2-3 pallets in total)
- 1 pallet space of cool room storage (2.7m cool room roof height)
- Free use of our 100L pilot brewing system (pre book on schedule)
- Free use of our 50L pilot distilling system (pre book on schedule)
- 50 shares in our company, to the value of \$1,000

Also included at no cost:

- Rent for the site
- Liquor licensing fees (cellar door and wholesale sales)
- Electricity, gas, water, rates and insurance
- Retail access to our planned cellar doors/bars.

Equipment

The system will consist of:

- A steam powered 6 vessel 10HL brewhouse (HLT, Lauter, Mash, 3 x Kettle / Whirlpool)
- 15 x 1000L jacketed fermenters
- 1500 can per hour canning and labelling machine.
- 3 x 1000L reflux stills, 2 x 800L reflux stills and a 1250L stripping still
- A 100L pilot brewing system (2 x 50L brew systems) with 6 x 100L jacketed fermenters.
- A 50L pilot distilling system.

The fee for this offer is \$55,000, inc GST, with immediate access to our existing infrastructure until arrival and commission of new equipment, but is a substantial long term saving, costing you the equivalent of only \$530/wk to include all of the above;

A 2% fee will be charged via invoice if paid via credit card, EFT is preferred payment option, please contact us to be invoiced.

* = Based on max production and 100% sales clearance rate at retail prices.

For more information, email hello@newcastledistillingco.com.au

OUR LOCATIONS

HUNTER VALLEY

16 Pokolbin Mountains Rd,
Pokolbin NSW 2320

0468 335 114

huntervalley@newcastledistillingco.com.au

Cellar Door open 7 Days per Week: 10am - 5pm
Bar & Kitchen Open: Thursday - Sunday 10am till late

Newcastle Distilling Co. Hunter Valley Venue has a collection of offerings including a cellar door, bar, kitchen, and even a bespoke whisky room and cigar deck.

Nestled in and surrounded by the stunning view of Pokolbin mountains and vineyards - we have a space for all kinds of functions and events. Let our team help plan that special day or evening out!

NO HIRE FEES - we do have a minimum spend depending on day, space and exclusivity requirements. Book your next function with us - we can make it a memorable event.



WARNERS BAY

2/218 Macquarie Rd,
Warners Bay NSW 2282

0466 984 199

warnersbay@newcastledistillingco.com.au

Open: Wednesday - Friday: 11am - 6pm
Saturday: 11am - 5pm



TONE OF VOICE

Our messaging pillars

BREWING CO.
NEWCASTLE
DISTILLING CO.

Brand Statement

SMALL-BATCH, CRAFT DISTILLERY FOR INDIVIDUALS WHO VALUE AUTHENTIC, TRUE ARTISAN CREATIONS; CRAVING QUALITY OVER QUANTITY. CAPTURE THE IMPECCABLE TASTE WITH EVERY SIP.

Brand Mission

TRANSPARENCY

To be honest and transparent about our ingredients, promising customers that they can trust the quality of our home crafted products.

EXPERIENCE

To provide flavour that feels like an experience in every bottle, each designed with its own stunning blend of flavours designed to excite your palate.

EXPERIMENTAL

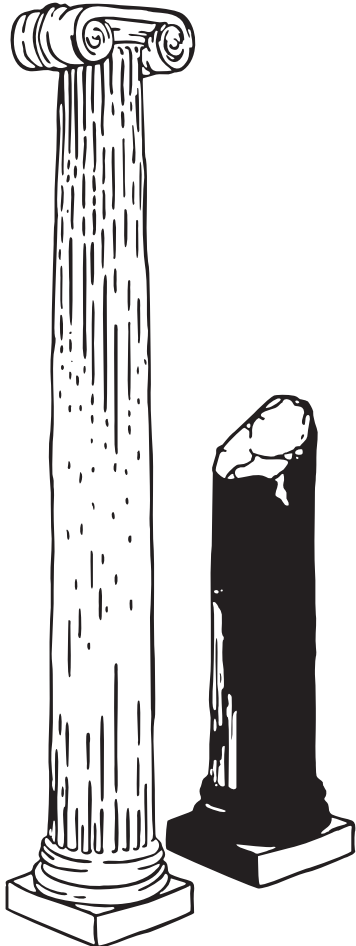
To demonstrate the depth of our expertise. We seek to innovate by crafting new concepts that reflect our creativity and passion for the process.

DEDICATION

To share the passion and dedication the team has for its creations. Dedication to consistent high standards of quality and customer satisfaction.

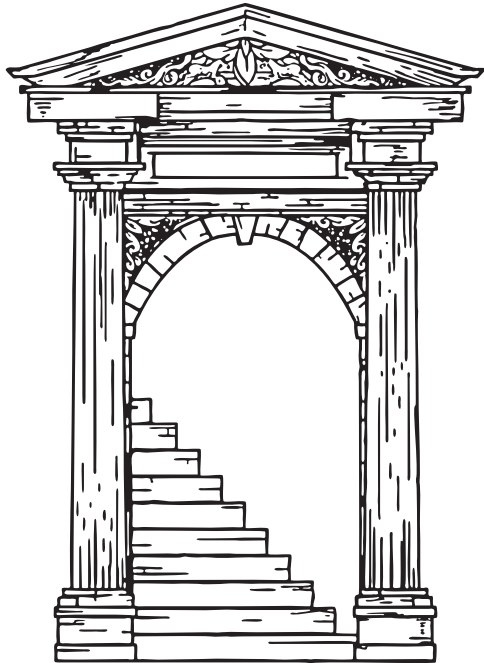
Brand Values

INTEGRITY / CREATIVITY / EXCELLENCE / CRAFTSMANSHIP / PASSIONATE



TONE OF VOICE

Our paths to purchase



LOCATIONS & TASTINGS

MARKETS - HUNTER VALLEY - WARNERS BAY - EVENTS (THE ROYAL EASTER SHOW ETC.)

MAILING LIST

PREVIOUS PURCHASES - EVENT ATTENDEES - SHAREHOLDERS - COMPETITION SUBSCRIBERS - SOCIAL

WEBSITE

QR CODE ON FLYERS - GOOGLE LOCATION SEARCHES - SOCIAL MEDIA

SOCIAL MEDIA

LIKED - COMPETITIONS - SHAREHOLDERS PAGE - LOCATION PAGES

ADVERTISING

BILLBOARD - RADIO - YOUTUBE CHANNEL

SALES

WHOLESALE: LIQUOR STORES - BARS - CLUBS - OTHER VENUES