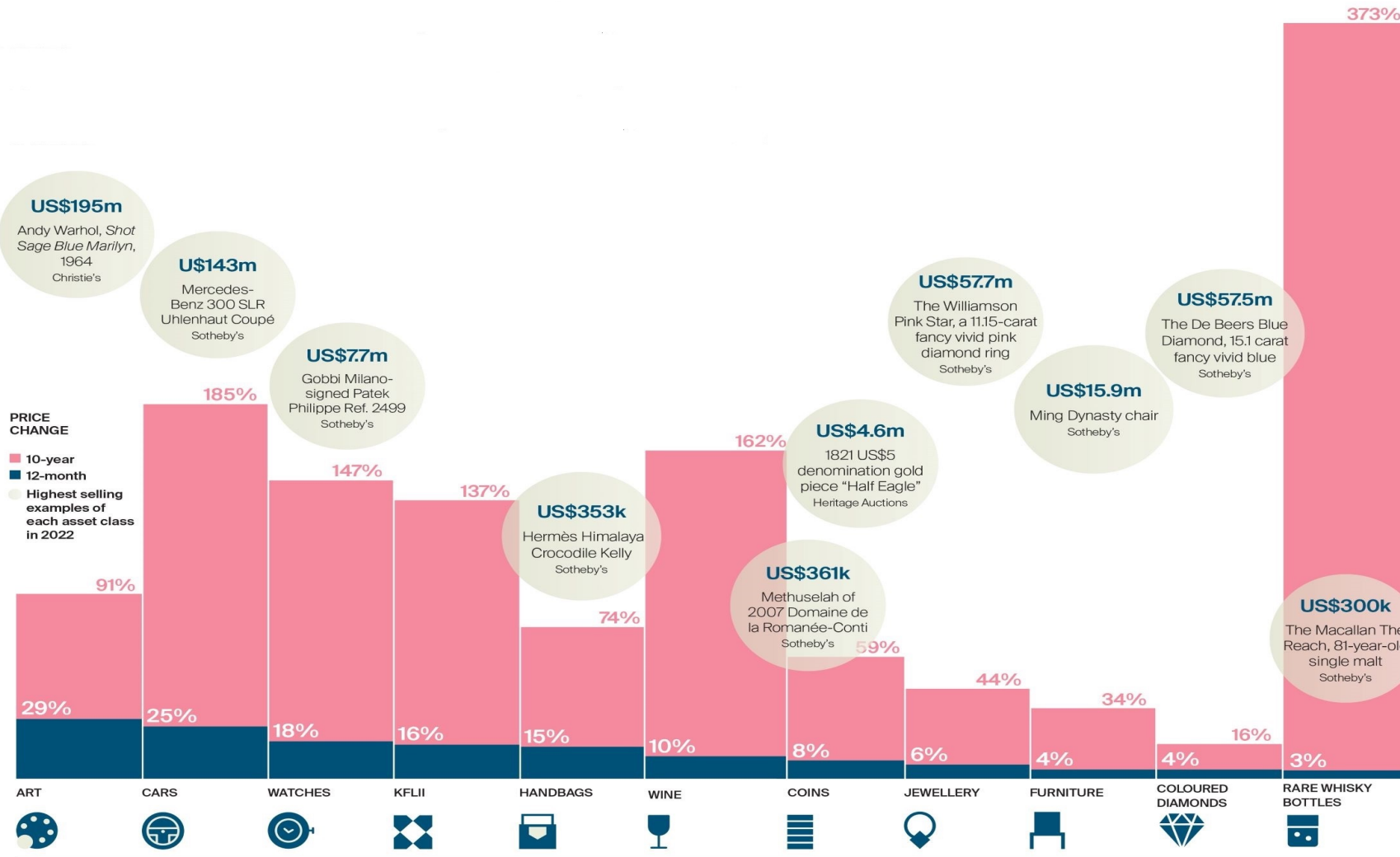


WHISKY AS AN OUTPERFORMING ASSET CLASS



Sources: Compiled by Knight Frank Research using data from Art Market Research (art, coins, furniture, handbags, jewellery and watches), Fancy Color Research Foundation (coloured diamonds), HAGI (cars), Rare Whisky 101 and Wine Owners

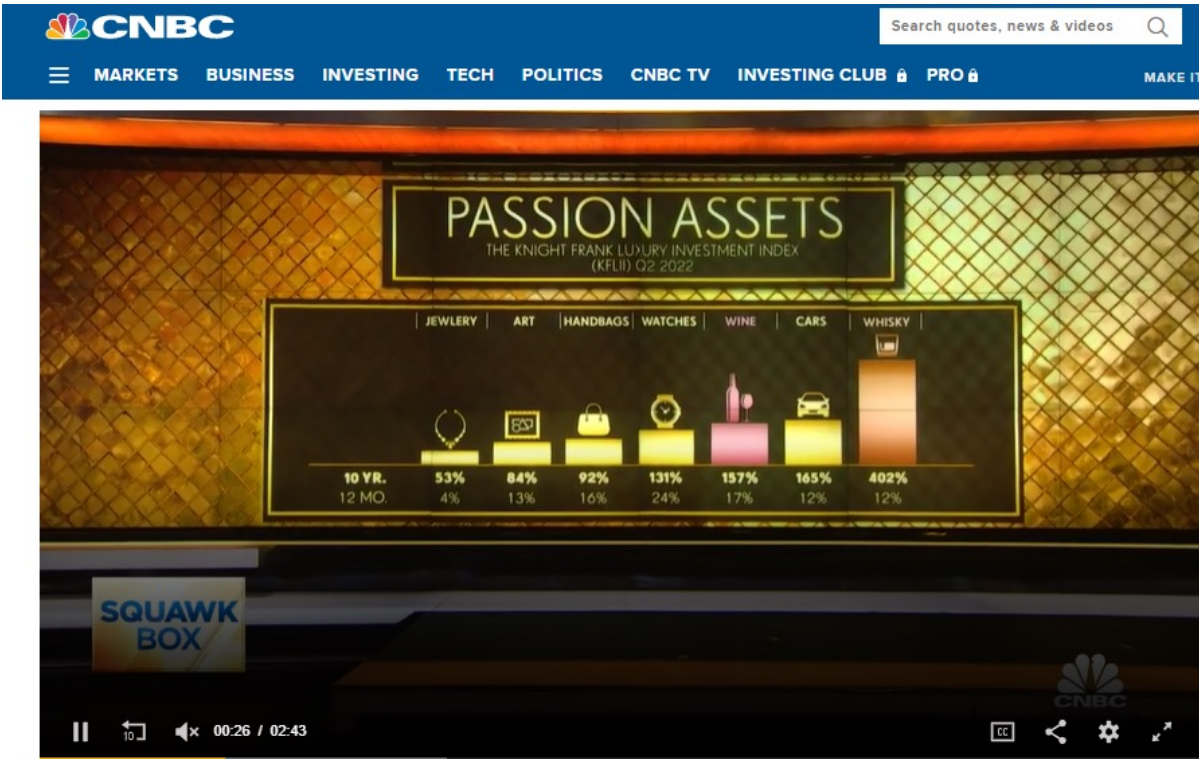
Notes: All data to Q4 2022. KFLII is a weighted average of individual asset performance

The Knight Frank Luxury Investment Index (KFLII), which tracks the value of 10 investments of passion, rose by a healthy 16% during 2022, comfortably beating inflation and outperforming the majority of mainstream investment classes.

Whisky, in particular, remained KFLII's 10-year leader by a good margin (+373%).

Source: <https://www.knightfrank.com/wealthreport/2023-03-01-art-tops-2022-luxury-investment-index->

WHISKY AS AN OUTPERFORMING ASSET CLASS



Whiskey becomes top collectable investment, beating out art and cars

Alternative investments like art and cars usually grab all the attention when it comes to wealthy collectors, but the number one performing collectable comes in a bottle. CNBC's Robert Frank joins 'Squawk Box' with the details.

FRI, DEC 9 2022 - 8:07 AM EST

Schroders
Wealth Management

What we offer

Your needs

Insights

About us

Contact us

Media relation

PERSPECTIVE | 3-5 min to read

Investing in rare whisky: potent asset class comes of age

The vast price tags on high-end whiskies may leave some needing a stiff drink. Despite whisky becoming a more established alternative asset, some question whether the industry is experiencing a bubble.

07/04/2022



Victoria Beckett

Editor and Copywriter

[See all articles >](#)



The Craft Irish Whiskey Company smashed all records when its Emerald Isle Collection sold for \$2 million (£1.52 million) with an NFT (non-fungible token), last year. These intoxicating prices are becoming increasingly common with rare whisky experiencing a meteoric 483% rise in value over the ten years to 2021, the Knight Frank Luxury Investment Index found.