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# UniCask's AUM Reaches 50 Million USD! The World's Largest Tokenized Whisky Cask Platform supports Hanyu Distillery's Historic Revival



## [Press Release]

[Tokyo, Japan – Feb 11, 2025] – Whisky collectors and investors worldwide have a historic opportunity as Hanyu Distillery officially reopens, releasing its first single malt whisky bottle since its revival in 2021 and unveiling a brand-new visitor center. Supporting this remarkable milestone is UniCask, which has achieved an AUM (Assets Under Management) of 7.6 billion JPY through the world's largest real-world asset (RWA) whisky cask tokenization project.

Hanyu holds legendary status among whisky enthusiasts, with its rare bottles commanding record-breaking prices at global auctions. The rebirth of Hanyu Distillery not only reaffirms its prestige but also adds further credibility to UniCask, which has already established itself as the most trusted whisky cask management platform.

## **[Market Context & UniCask's Role]**

The global whisky market is more competitive than ever, with new distilleries rapidly emerging across Scotland, the U.S., and Asia, increasing supply and making cask investment more dynamic. As a result, distilleries are under pressure to secure more buyers for their casks while maintaining cash flow in an increasingly competitive environment.

UniCask provides distilleries with a seamless solution by removing the hassle of working directly with individual buyers while ensuring access to new customer bases and increasing liquidity. Traditionally, selling whisky casks required distilleries to navigate complex transactions with multiple buyers, but UniCask eliminates these challenges by handling sales, ownership verification, and secondary market transactions—allowing distilleries to focus on production while expanding their global reach.

Using blockchain technology, UniCask ensures that every transaction is secure, transparent, and efficient, connecting buyers and sellers effortlessly. Investors and collectors can buy, sell, and track their whisky casks with ease—without requiring extensive industry knowledge. This democratization of whisky cask ownership allows both experienced collectors and new investors to enter the market with confidence.

Furthermore, every cask managed on the UniCask platform is securely stored and meticulously cared for, ensuring proper maturation and value appreciation over time. UniCask guarantees ownership security, eliminates fraudulent transactions, and ensures the authenticity of each cask.

## **[UniCask's Proven Track Record]**

UniCask has already built a strong reputation among whisky investors and collectors, managing some of the most valuable whisky casks on the market. Its seamless platform has enabled transactions between collectors, investment funds, and global whisky enthusiasts—creating a secondary market for whisky casks that was previously limited to industry insiders.

Distilleries, including Hanyu, are actively working with UniCask because it simplifies the process of selling casks to investors while eliminating logistical burdens and administrative complexity. Rather than dealing with multiple direct buyers, distilleries can list their casks on UniCask, reach a global audience, and improve cash flow without sacrificing control over the quality and security of their casks.

In addition to whisky, UniCask is already handling Scotch and French Cognac barrels as tokenized assets, expanding its ecosystem and proving that blockchain-powered cask ownership is not just a concept but an established and growing reality.

Through UniCask.com, investors can browse whisky casks available on the secondary market, list their own casks for sale, and execute secure, instant transactions—without needing a deep background in whisky investment.

## **[About UniCask]**

**Company Name:** UniCask Inc.

**Founded:** January 18, 2021

**Headquarters:** Otemachi Building 6F, 1-6-1 Otemachi, Chiyoda-ku, Tokyo, Japan

**Capital:** 10 million JPY

**Business Overview:**

- Issue and manage whisky cask tokens
- Provide blockchain-based whisky cask trading infrastructure
- Operate secondary market for whisky casks

### **[Key Takeaways]**

- UniCask's AUM reaches 7.6 billion JPY, solidifying its position as the world's largest whisky cask tokenization project
- Hanyu Distillery's revival and first single malt release enhance the credibility of both Hanyu and UniCask
- Distilleries facing increased competition now have a direct channel to sell casks to investors through UniCask
- UniCask simplifies cask sales for distilleries, reducing administrative burden and expanding global reach
- Whisky investors can now trade casks securely and effortlessly, thanks to UniCask's blockchain-powered marketplace
- Scotch whisky and French Cognac are already listed on UniCask, expanding its scope beyond Japanese whisky
- UniCask.com enables users to browse, list, and trade whisky casks instantly with full security and transparency

### **[For More Information]**

- UniCask Official Website: <https://unicask.com>
  - Hanyu Distillery Official Website: <https://thehanyu.com>
  - Contact Us: [contact@unicask.com](mailto:contact@unicask.com)
  - Facebook: [https://www.facebook.com/profile.php?id=61572047461833&locale=ja\\_JP](https://www.facebook.com/profile.php?id=61572047461833&locale=ja_JP)
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