



STARWARD RAISES NEW INVESTMENT TO FUND GROWTH

New World Whisky Distillery, home of STARWARD whisky, has completed a major fundraising to expand production at its Melbourne whisky distillery and take its uniquely Australian whisky to international markets.

“STARWARD was born from the desire to create a modern Australia whisky and then share it with the world,” says founder, David Vitale.

A funding round of more than \$10 million Australian dollars has now been completed with new capital coming from a range of local and international investors who were inspired by the brand’s story. The new investors in New World Whisky Distillery include Diageo, which now has a minority stake in the distillery. STARWARD remains independent and will benefit from support from Diageo’s accelerator for new spirits brands Distill Ventures.

“STARWARD is exactly the type of entrepreneur-led brand we love working with,” says Frank Lampen, co-founder of Distill Ventures. “The team's commitment to innovation stands out, even in the fast-evolving new world whisky category. They have developed a truly distinctive whisky with exceptional quality from their wood policy and Melbourne’s constantly changing climate.”

Since launching in 2009, STARWARD has pioneered the use of Australian red wine barrels, Australian grain and Melbourne’s dynamic climate to create a line of approachable and distinctive whiskies, as well as a highly-coveted offering of small batch projects.

The Melbourne distillery will remain independent as it increases production of STARWARD and begins to establish a presence internationally. “The team are thrilled to keep doing what we do best – innovating in whisky production and introducing more people to our product” comments David Vitale.

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About New World Whisky Distillery:

Situated in an airport hangar in Melbourne’s Essendon Fields, New World Whisky Distillery is the home of STARWARD, a uniquely Australian whisky. The distillery holds access to the Southern Australian Grain Belt, Melbourne’s first-class water supply and several of Australia’s top red wine regions. Painted black to intensify Melbourne dynamic climate, New World Whisky Distillery takes the best of the old world and marries it with new age techniques and high-grade Australian produce.

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