RNS Number : 0410M
Artisanal Spirits Company PLC (The)
16 September 2021

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The Artisanal Spirits Company plc

("The Artisanal Spirits Company", "ASC", "the Company" or "the Group")

Director/PDMR Share Purchases

The Artisanal Spirits Company (AIM: ART), the owner of The Scotch Malt Whisky Society ("SMWS"), the leading curator and provider of premium single cask Scotch malt whisky and other spirits for sale primarily online to a discerning global membership, announces the following purchases of ordinary shares in the Company ("Ordinary Shares") by directors.

Director	*Number of Ordinary Shares purchased*	*Purchase price*	*Number of Ordinary Shares held following purchase*	*Percentage of Ordinary Shares held following purchase*
David Ridley *(Executive Managing Director)*	23,800	84p	184,156	0.26%
Andrew Dane *(Executive Finance Director)*	3,570	84p	47,017	0.07%

The above figures include interests of the Directors, their immediate families and any persons connected with them.

The Notification of Dealing Forms required in accordance with Article 19.3 of MAR are set out below.

Enquiries:

The Artisanal Spirits Company plc via Alma PR
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Andrew Dane, Finance Director

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About The Artisanal Spirits Company

Artisanal Spirits Company (ASC) is based in Edinburgh. It owns The Scotch Malt Whisky Society (SMWS) which was established in 1983 and currently has a growing worldwide membership of over 29,000 paying subscribers.

Harnessing the experience of some of the most knowledgeable stewards in the industry, SMWS provides members with inspiring experiences, content and exclusive access to a vast and unique range of outstanding single cask Scotch malt whiskies and other craft spirits, sourced from over 100 distilleries in 20 countries and expertly curated with diligence and care. In 2020 over 85% of Group revenue was generated online, whilst 9% was generated through SMWS's four UK venues.

Having initially proven its premium experience model in the UK, SMWS is now able to offer its unrivalled breadth of distinguished flavours to an expanding international market, with 69% of 2020 sales from outside the UK. SMWS has a growing presence in the key global whisky markets of UK, China, USA and Europe.

ASC is building a portfolio of premium brands that bring together some of the world's best producers with a growing movement of discerning consumers by curating unrivalled collections of craft spirits.

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them:

1	**Details of the person discharging managerial responsibilities / person closely associated**	
a)	Name	David Ridley
2	**Reason for the notification**	
a)	Position/status	Executive Managing Director
b)	Initial notification /Amendment	Initial Notification
3	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name	The Artisanal Spirits Company plc
b)	LEI	213800KX7VF2YZQW1892
4	**Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions**	

	have been conducted	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 0.25 pence each GB00BNXM3P96
b)	Nature of the transaction	Purchase of Ordinary Shares
c)	Price(s) and volume(s)	Price(s): 84.00 pence; Volume(s): 23,800
d)	Aggregated information	N/A - Single transaction
e)	Date of the transaction	16 September 2021
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)

1	**Details of the person discharging managerial responsibilities / person closely associated**	
a)	Name	Andrew Dane
2	**Reason for the notification**	
a)	Position/status	Executive Finance Director
b)	Initial notification /Amendment	Initial Notification
3	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name	The Artisanal Spirits Company plc
b)	LEI	213800KX7VF2YZQW1892
4	**Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted**	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 0.25 pence each GB00BNXM3P96
b)	Nature of the transaction	Purchase of Ordinary Shares

c)	Price(s) and volume(s)	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>84.00 pence</td><td>3,570</td></tr></table>
d)	Aggregated information	N/A - Single transaction
e)	Date of the transaction	16 September 2021
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)

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