RNS Number : 9907Q
Artisanal Spirits Company PLC (The)
02 November 2021

The Artisanal Spirits Company plc

("ASC ", the "Group" or the "Company")

PDMR Dealing

The Artisanal Spirits Company (AIM:ART), announces that the Company has been notified that on 29 October 2021, William Bremner, Group Financial Controller, a person discharging managerial responsibilities (PDMR) of the Company, transferred 15,000 ordinary shares of 0.25 pence each in the Company ("Ordinary Shares") to his spouse, Joanna Bremner, for nil consideration.

Following the transfer, William Bremner has a beneficial interest in 42,676 Ordinary Shares representing 0.061 per cent. of the issued share capital of the Company, and Joanna Bremner has a beneficial interest in 15,000 Ordinary Shares representing 0.022 per cent. of the issued share capital of the Company.

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

Enquiries:

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

Singer Capital Markets (Nominated Adviser and Sole Broker) Tel: +44 (0) 20 7496 3000
Sandy Fraser
Rachel Hayes
George Tzimas
Asha Chotai

Alma PR (Financial PR)
Josh Royston Tel: +44 (0)20 3405 0205
David Ison artisanalspirits@almapr.co.uk
Harriet Jackson
Molly Gretton

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:

<table>
<tr><td>1</td><td colspan="2">Details of the person discharging managerial responsibilities / person closely associated</td></tr>
<tr><td>a)</td><td>Name</td><td>William Bremner</td></tr>
<tr><td>2.</td><td colspan="2">Reason for the Notification</td></tr>
<tr><td>a)</td><td>Position/status</td><td>Group Financial Controller (PDMR)</td></tr>
<tr><td>b)</td><td>Initial notification/Amendment</td><td>Initial notification</td></tr>
<tr><td>3.</td><td colspan="2">Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</td></tr>
<tr><td>a)</td><td>Name</td><td>The Artisanal Spirits Company plc</td></tr>
<tr><td>b)</td><td>LEI</td><td>213800KX7VF2YZQW1892</td></tr>
<tr><td>4.</td><td colspan="2">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</td></tr>
<tr><td>a)</td><td>Description of the Financial instrument, type of instrument

Identification code</td><td>Ordinary Shares of 0.25 pence each

GB00BNXM3P96</td></tr>
<tr><td>b)</td><td>Nature of the transaction</td><td>Transfer of Ordinary Shares (Transferor)</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>nil</td><td>15,000</td></tr></table></td></tr>
</table>

d)	Aggregated information: · Aggregated volume · Price	N/A
e)	Date of the transaction	29 October 2021
f)	Place of the transaction	Outside a trading venue

1	**Details of the person discharging managerial responsibilities / person closely associated**	
a)	Name	Joanna Bremner
2.	**Reason for the Notification**	
a)	Position/status	A Person Closely Associated with William Bremner
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	Transfer of Ordinary Shares (Transferee)
c)	Price(s) and volume(s)	Price(s): nil Volume(s): 15,000
d)	Aggregated information: · Aggregated volume · Price	N/A
e)	Date of the transaction	29 October 2021
f)	Place of the transaction	Outside a trading venue

END

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our Privacy Policy.

END

DSHDKDBPCBDDPDK