

Whisky Hammer Expands into Asia with Hong Kong Hub to Accelerate Global Growth

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Aberdeenshire-based online whisky auctioneer Whisky Hammer has expanded into Asia with the launch of a new operational hub in Hong Kong, marking its second new international base in under a year.

The new base has been established in partnership with 13 Degrees Wine Cellar, a leading climate-controlled full-service storage provider in Hong Kong, supporting Whisky Hammer's growing client base across Asia.

From the Hong Kong hub, the business will offer a range of local services, including bottle consignments, valuations, and client consultations, alongside reducing logistical barriers for collectors and sellers in the region looking to access and utilise its online auction platform.

Founded in 2015 in Aberdeenshire, near Scotland's Speyside whisky region, Whisky Hammer has grown into one of the world's top-rated online whisky auction platforms. The company runs monthly global auctions featuring rare and collectable bottles, serving thousands of customers globally.

The move follows the launch of Whisky Hammer's European operational base in the Netherlands last year, as the company continues to expand its international footprint and improve accessibility for its global audience.

Hong Kong has long been recognised as a key market for whisky collecting and investment, and the new base allows Whisky Hammer to better support clients in the region while strengthening its presence in Asia.

Daniel Milne, co-founder and CEO of Whisky Hammer, said, "Opening in Hong Kong is a natural next step for the business following our expansion into Europe last year. Partnering with 13 Degrees allows us to offer a seamless, locally supported service to clients across Asia and to continue building on the service we offer globally.

The expansion comes ahead of the planned launch of our new iOS and Android app, where we plan to use the technology to further streamline the customer experience and seamlessly connect our growing network of operational hubs."

Joseph Luk, Managing Director of 13 Degrees, said, "We are delighted to partner with Whisky Hammer as they expand into Asia. Their reputation in the global whisky auction market aligns strongly with our commitment to providing world-class storage and client services. This collaboration brings added convenience and confidence to collectors across the region."