

**Limeburners**  
in pursuit of excellence

## GGA – INDUSTRY LINKAGES FORUM

Great Southern Distilling Company

Cameron Syme – Founder, Distiller, CTO

19 May 2017



## **The Legal Stuff - Confidentiality, Non-Reliance & No Representations**

This presentation contains elements of our business strategy and other confidential information. You must keep this information strictly confidential.

The information provided here is for general information purposes only and not for investment or other decisions. No representation is made whatsoever upon which you can rely. All parties receive this information for purely information purposes only.

You know the drill...



Introduction

Limeburners Story

Key Learnings



# Cameron Syme

Raised - Buntine

Swanleigh/Govo - Class of 86

Perth, London, Melbourne

Albany



- LLB (Hons) B.Comm
- 10 Years an Accountant
- 17 Years a Lawyer
- 14 Years a Distiller
- Spirit Geek & Judge
- Deputy Prez & Foundation Prez – Australian Distillers' Association Inc.
- IBD – General Certificate in Distilling



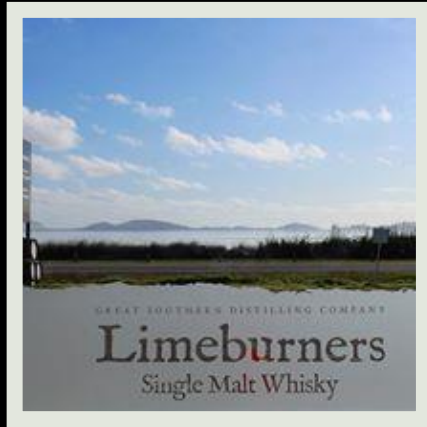
Member – AIDV

ATO – ICF (Alcohol)

RBA Small Business Finance  
Advisory Panel -14, 15, 16

Dad of 3

# The Limeburners Story



16 Years Research

Incorporated 2004

2005 – Albany Business Centre

December 2005 – Brandy Distilled

2006 – First Whisky distilled







2007 – Albany Distillery @FBR

2008 – First whisky Sold – Bronze Medal

2015 - Margaret River Distillery

2016 - Porongurup Distillery

2017 – Project Team Skunkworks



Albany – Single Malt Whisky

Margaret River – Gin, etc

Porongurup – Future Vision

Employ – 25+ people

Holdings 450+ Whisky Barrels



SBDC – 2013 WA Small Business of the Year

Telstra WA Regional business of the Year 2015

Key Learning Relationships

- SASR
- ECU







## Limeburners – Kicking Goals with Whisky:

- 2013 – “Front Runner of World Whisky” – D Roskow (UK)
- 2014 – “Liquid Gold” Top 2% of World Whiskies – Jim Murray
- 2016 Australian Champion Distiller & Champion Small Batch Spirit
- 2015 & 2016 Australian Champion Whisky
- 2016 World Whisky Awards – Australian Champion Blended
- IWSC London – 2015 Gold, 2016 Silver Outstanding & 2 Silvers

# Limeburners

in pursuit of excellence

AUSTRALIA'S  
CHAMPION  
WHISKY

Made in WA



OUTSTANDING



AVAILABLE ONLINE  
[WWW.DISTILLERY.COM.AU](http://WWW.DISTILLERY.COM.AU)  
[WWW.LIMEBURNERS.COM.AU](http://WWW.LIMEBURNERS.COM.AU)

## Limeburners – 2017 Awards

- Australian Distilled Spirits Award – 1 Gold, 5 Silver
- San Francisco International Spirits Competition – Double Gold, Gold & Gold.
- American Distilling Institute USA – ‘Best International Craft Whisky in the World’



Albany is the OPPORTUNITY





Margaret River is the OPPORTUNITY





Porongurup is the OPPORTUNITY

*Celebrate*  
**WA DAY**  
with a **FREE TOUR**



Albany Distilling Equipment



Margaret River Distilling Equipment



Porongurup Stills

# Limeburners

- Developing a Globally Significant Spirit Company based in WA.
- In Pursuit of Excellence – Creating Iconic ‘Giant Beating’ Brands
- Investing in Ethically Run and Sustainable Business
- 3 Distilleries
- Good Community Citizen & Employer of Choice
- Mission – to make the best Whisky in the World.

# KEY LEARNINGS

Continuous Improvement

Relationships & Collaborations

Primal Branding

Strategic Planning

Dream Big

Adopt Core Values

Test Small – Fail Small

Help People Grow

Not everyone is a Keeper

Hire Slow, Fire Fast



Adopt Contrarian Principles

Ethics – walk the talk

Don't mind the Non-believers

Think for the Long Term

Be a Smart Organisation



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Thank you for listening

WORLD BEST CRAFT  
WHISKY 2017



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Questions...?