

Award-Winning Swiss Craft Whisky Producer



MERGERSCORP

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The Target is an award-winning Swiss craft spirits producer established in 2017 in Graubünden, specializing in authentic, high-altitude Alpine whisky. The business manufactures 100% Swiss-made spirits using natural raw materials sourced entirely from the Swiss Alps. Mash production originates in the Lower Engadine, followed by distillation and cask maturation at an established partner distillery in Valais.

Due to the founder's retirement, the owners are seeking an exit.

Key Operational & Asset Highlights

- **Extensive Aged Inventory:** Over 5,000 liters (5,834 liters recorded as of June 2025) of premium raw whisky aged between 3 and 8 years across 25 red wine oak casks, kept in a secure, bonded tax warehouse (Steuerlager).
- **Three Award-Winning Product Lines:**
 - **Flagship Line A:** 2,869 liters in stock; recipient of the Swiss Craft Spirits Visitors' Choice Award and Silver Medal at DistiSuisse.
 - **Single Malt Line B:** 1,715 liters in stock; Gold Medal winner at DistiSuisse.
 - **Alpine Specialty Line C:** 1,255 liters in stock; launched in late 2025 with strong initial customer traction.
- **Prestigious Anchor B2B Partnership:** Longstanding supply contract with a premier Swiss railway gourmet operator, securing recurring distribution aboard high-profile panoramic tourist lines (Glacier Express and Bernina Express).
- **Direct Sales & Retail Pricing:** Direct-to-consumer online webshop, wholesale B2B accounts, and regional specialty retail. Standard retail price is CHF 85 per 0.5-liter bottle (with standard trade discounts for gastronomy and wholesale).
- **Intellectual Property & Know-How:** Sale includes 3 registered trademarks, complete production processes, and established relationships with brewing and distilling partners.

GROSS REVENUE
CHF 0

EBITDA
CHF 0

BUSINESS TYPE
Food & Beverage

COUNTRY
Switzerland

BUSINESS ID
L#20261187

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