

# After Angels

Each year, many businesses apply to the British Chamber's Business Angel Programme to seek mentors, advice and possible funding to get their dreams off the ground. Each issue, in a brief Q&A, *Britain in Hong Kong* will endeavour to reacquaint our members with the successful applicants of the Programme, and showcase who they are and where fortune and hard work has taken them.



**Malt Masters**  
Ian McKerrow,  
Founder

## What funding or support have you received?

We received invaluable support from the British Chamber Business Angel programme. It made me refine the Malt Masters business model and focus on how we wanted to turn it into a successful business. We received no direct funding, but made a number of contacts, notably Alan Taylor, who is in charge of The Entrepreneurs Network (TEN), and Rickesh Kishnani, who runs the Platinum Whisky Fund, and hosted the VIP room at Malt Masters 2016.

## What has your development been since then?

The development immediately after the Angel breakfast was focused on our 2016 festival, which was at the end of February. This was held at the Conrad and was a big

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success again with over 500 attendees over three days. The main themes this year were food & whisky pairings, together with more international whiskies.

Malt Masters now has two full time reps in Hong Kong: Josh Tate, who is Head of Education, and Patricia Byott, who is in charge of Business Development. We have started regular, monthly

### About The Company:

Malt Masters organised Hong Kong's first whisky festival in 2014 and we are the leading company for educating consumers on malt whisky. We have now hosted three festivals and have run numerous tastings for groups of 15-50 people. For further details, please contact Josh Tate at [josh@maltmastershk.com](mailto:josh@maltmastershk.com) or Trish Byott at [patricia@maltmastershk.com](mailto:patricia@maltmastershk.com) or visit the company website at [www.maltmastershk.com](http://www.maltmastershk.com)



### About the Business Angel Programme:

The British Chamber's Business Angel Programme, launched in late 2007, was the first such initiative to be launched in Hong Kong. Since its inception, the Business Angel committee has reviewed applications from hundreds of enthusiastic Hong Kong entrepreneurs, introducing many of them to a wealth of Angel Investors and Professional Advisors drawn from the membership of the British Chamber. The Business Angel Programme runs a series of events every year, which allows shortlisted candidates to present their business plans in front of a panel of investors and enjoy the opportunity to network and make valuable contacts. The British Chamber Business Angel Programme is sponsored by Baker Tilly Hong Kong and supported by TiE HK and Connect Communication.

For more information visit [angel.britcham.com](http://angel.britcham.com)

Malt Masters Club tastings and are hosting a number of tastings in response to bespoke requests.

### What's next?

Demand and interest in malt whisky in Hong Kong continues to grow and Malt Masters will be helping consumers increase their malt whisky knowledge and discover more malts.

We are currently planning a whisky tour to Scotland in September, we have more food pairing events coming up and want to host more corporate tastings going forward. We will also start to sell whisky directly to consumers and will be expanding beyond tastings and launch our own interactive whisky training programme.

It is worth highlighting that our team has significant experience in world whiskies and not just Scotch. With the growing appetite in Hong Kong to try whiskies from relatively recent whisky producing countries, we will help consumers discover these whiskies with different flavour profiles.

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### What are your thoughts on the Business Angel Programme?

I thought it was excellent. The initial pitch helped Malt Masters condense our value proposition into a coherent business model. Following that, the one-on-one coaching session that we received again was very useful in highlighting the key reasons why investors should be interested in Malt Masters. 



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