

# distilled ID

A new take on distillery management software

powered by  arc-net

## ABOUT ARC-NET

Arc-net are experts in traceability and product authentication solutions, utilising blockchain technology to provide an immutable record of facts and evidence to support provenance. After more than a year supporting the distillery and brewery industries with our unique product, we are proud to introduce Distilled ID. A version of the arc-net platform specifically developed for the distillery and craft brewery industries, Distilled ID provides the means to track your unique product from grain to bottle, and beyond, and share your tale with the world.

Read more about what arc-net is achieving with Distilled ID, how we've helped our customers improve and protect their products, where and how blockchain adds value, and our plans for the future.

With Distilled ID you can:

### **Manage your distillery operations**

Full distillery and cask management system using the latest technology incorporating blockchain.

### **Create a storybook and connect with your consumers**

Connect with the consumer, track the product, prove provenance and issue a unique certificate of authenticity.

### **Explore and understand**

Get access to Product & Consumer Analytics at an individual bottle level. Identify new markets and spot parallel trading.

## From barley to bottle – the world’s first blockchain beer

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Ireland Craft Beers turned to arc-net to provide the digital technology to deliver their commitment to transparency and authenticity. Read how Distilled ID allowed ICB to share their provenance story with their customers.



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## BACKGROUND

Ireland Craft Beers (ICB) was established in 2014 to be the next step in the revolution of the Irish Beer scene and help accelerate their craft beers into global export markets. To become part of the ICB portfolio, producers must showcase a unique and brilliant style of brewing, alongside a great Irish heritage in their techniques. Being able to demonstrate uniqueness and authenticity is what sets Ireland Craft Beers apart.

The team at ICB had a vision, to be able to reveal everything that a consumer would want to know about the beer they were drinking, its ingredients and its brewing methods.



**LIAM BROGAN**

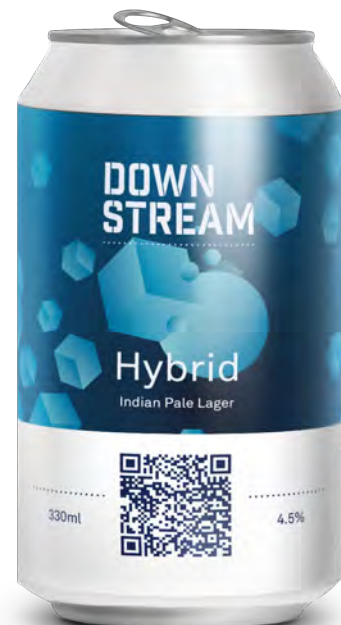
Co-Founder and Director,  
Ireland Craft Beers

“More than ever, consumers want to know where their food and drink comes from. Consumers want transparency, they want authenticity and they want to trust in the brands they purchase.”

## SOLUTION

To help achieve their vision ICB turned to arc-net, experts in blockchain technology and supply chain traceability. ICB and arc-net collaborated to create a world first, a new brand of beer that would be placed on a blockchain and enable consumers to fully trace the beer's ingredients from source.

Downstream IPL is a radical mix of artisanal brewing methods and the powerful spirit of digital technology. The partnership between ICB and arc-net ensures every aspect of this superb quality craft beer has been carefully recorded and written to the blockchain as a guarantee of transparency and authenticity.

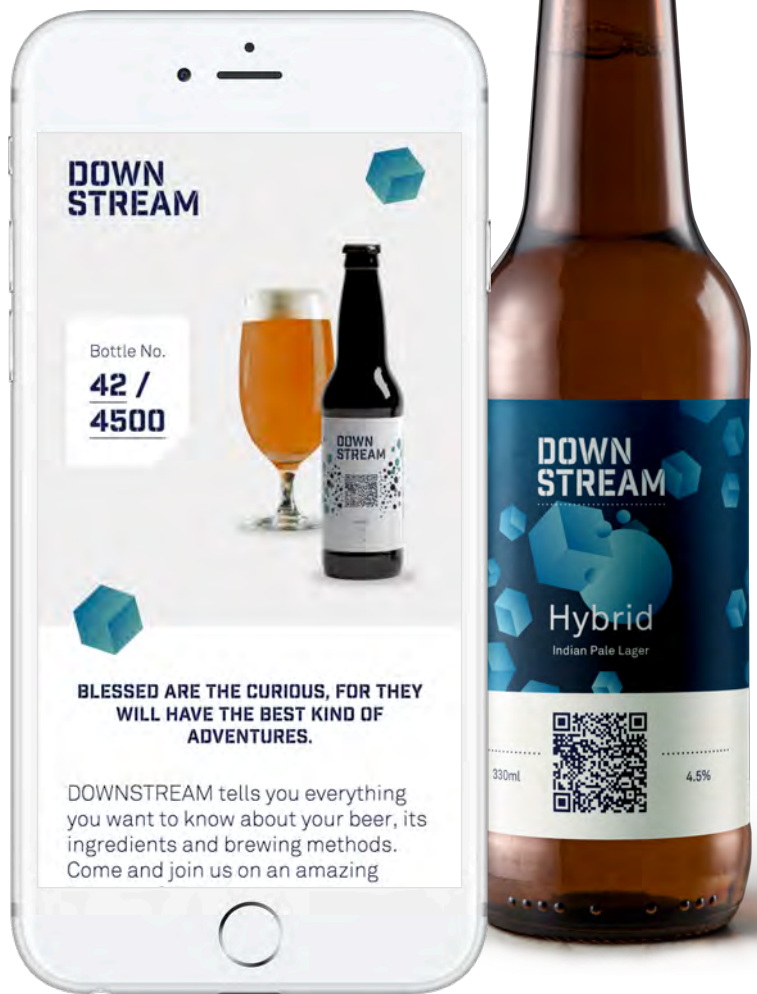


## HOW DOES THIS WORK?

Arc-net has uniquely marked and authenticated each bottle of Downstream IPL, allowing full traceability of every bottle through the brewery and the supplier network to the consumer.

Customers simply scan a QR Smart Code on the label of the beer to be taken on an online experience that allows them to uniquely identify every single bottle produced.

The arc-net solution allows the consumer to access information on the premium raw materials – malt, hops, yeast and water – used to produce Downstream IPL, revealing the authenticity behind the brew from barley to bottle.



**DREW LYALL**  
General Manager, arc-net

"Distilled ID provides Ireland Craft Beers with the tools, not only to track their brewing operation but to share their unique craft with their customers. The new era of transparency on the blockchain helps to ensure the people, the processes, and the ingredients behind craft brewing are made available. In a crowded market, products using Distilled ID now have a voice."



## OUTCOME

Following the successful collaboration between Ireland Craft Beers and arc-net, Downstream IPL is already being stocked by a multi-national retailer in more than 400 stores across the UK and has secured listings on the popular Honest Brew and Flavourly online stores.

Following the success of the initial Downstream Hybrid IPL, Ireland Craft Beers have released a further three Downstream variants, Autonomy, Token and Babel. All four beers within the range are now managed through the Distilled ID platform, sharing the story of the world's first blockchain beers with customers across the UK, Europe, Singapore and Japan.



**LIAM BROGAN**

Co-Founder and Director,  
Ireland Craft Beers

“arc-net’s blockchain solution has enabled ICB to demonstrate that Downstream IPL has been produced to the highest standards with premium raw materials. Being able to share this information with our customers proves ICB’s commitment to transparency and authenticity. The arc-net platform helps ICB achieve our goal of revolutionising Irish brewing and distilling and in making ICB the distributor of Irish Beers, Whiskey’s and Gins that retailers and consumers can trust.”

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## ADDRESS

96 Fountainbridge,  
Edinburgh EH3 9QA

## CONTACT

+44 (0) 131 225 5558  
info@distilledID.com

## WEB

[www.distilledID.com](http://www.distilledID.com)