

THE
YAMAZAKI
SINGLE MALT
WHISKY

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malt moments

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Yamazaki poised for UK growth



Tomo Akaike of Suntory and Graham Dunnet of Morrison Bowmore at Whisky Live London

Yamazaki, Japan's leading single malt whisky, is poised to extend distribution as Suntory spearheads increased sales to the drinks trade and consumers. Yamazaki is growing at nearly 70% year on year.

Yamazaki 12 year old, the core expression of the Yamazaki range, is in pole position to lead the charge. The flagship 12 year old expression is now found in a growing number of style bars, prestige hotels and leading specialist retailers as well as leading premium stores such as Fortnum & Mason and Selfridges.



attractively golden. The nose is greeted with ripe apple and candied orange, followed by golden honey, cedar wood and cloves. On the palate the flavours are orange marmalade, honeyed sweetness, pineapple and spiced wood. The flavours linger."

Admirers of Japanese whisky will soon be able to discover other Yamazaki expressions such as the 10 year old, 18 year old; or even the much rarer 1990 Sherry Butt and cask bottled 1993 heavily peated.

Visitors to Whisky Live at the Hurlingham Club were able to discover Yamazaki 12year-old single malt among other Suntory brands such as the single malt Hakushu range and the range of Hibiki premium blended whiskies.

Yamazaki 12 YO fits into the popular premium range of single malts, priced at between £39 and £42 per bottle. Bottled at 43% ABV, Yamazaki 12 YO is matured in American and Japanese oak casks.

Tomo Akaike, Suntory Business Development Director, says: "No wonder whisky connoisseurs like the 12 year-old when they discover it for the first time. The colour is

Yamazaki sets duty free record

An eye-catching premium position display for the Yamazaki range at Heathrow's Terminal 5 has set a new record for duty-free sales.

When on display during March 2009 Yamazaki became the most successful brand in terms of volume sales and revenue since the terminal opened.

The promotional display featured the award-winning 10 year old, 12 year old and 18 year old single malts as well as the highly-priced Yamazaki 1979.



Connoisseurs spur duty free sales at Heathrow

Paul Hunnisset, buyer for the World Duty Free shop, said: "The display showcase was a phenomenal success. The Yamazaki display demonstrated our customers' growing appreciation of quality niche brands such as the world-exclusive 1979 single cask limited edition."

Yamazaki single malts are becoming increasingly sought after by whisky connoisseurs in Europe where they are available through specialist spirits retailers.

Discovery of a new malt experience

Whisky lovers have a strong sense of adventure and in welcoming you to Malt Moments we seek to take you on a journey of discovery about Japanese whisky.

The name of Yamazaki Single Malt Whisky might be unfamiliar. Or, like many whisky connoisseurs you might have heard friends and other whisky lovers mention it. You might also have read about Yamazaki on the many specialist whisky web sites and blogs

In the coming months we shall tell you a lot more about this increasingly popular single malt and its many high quality expressions.

Suntory, the famous Japanese distiller, is the parent of this award-winning whisky and we shall also tell you more about what Suntory plans in terms of bringing you new whisky experiences.

In the meantime, we trust you will enjoy discovering the story of the Japan's No1 Single Malt – Yamazaki.

Malt Maniacs purr for 18 year old

The rich, copper gold Yamazaki 18 year old single malt has malt fans purring with delight. The hint of sherry butt in the full-bodied whisky enchanted a wide range of connoisseurs from the writers on Whisky magazine to tasters on the many specialist whisky blogs and web sites.

"At first the richness of the sherry and raisins fill the nose, then it's the rich, dark maraschino cherries and the finally coffee cream chocolate," wrote one. whiskymerchants.co.uk

Dave Broom, a great enthusiast for Japanese whisky wrote: "Yamazaki 18 year old strikes an excellent balance between those spicy high tones and a sweet but nutty palate". whiskymag.com



American and Japanese oak
create intriguing aromas

The secret incense

Among the many complex aromas arising from a Yamazaki single malt whisky, some experts and enthusiasts have detected incense. The source of this intriguing perfume is undoubtedly Japanese Mizunara oak (also known as water oak).

Native to Japan and East Asia, Mizunara (*Quercus mongolica*) is unique to Japanese whisky. While other whiskies may age in American white oak or sherry casks, none use

the rare, loose-grained Mizunara.

The loser grain also means greater loss through evaporation, but the reward is an intriguing, almost fugitive, spicy, smokey, incense-like aroma.

While Mizunara accounts for only a small percentage of the oak used to age Yamazaki whisky, it bestows on the slumbering spirit a distinguished, unrivalled character.

Dr Tomi tells all



Media enthused by Dr Tomi's tasting sessions

Sake No Hana, the luxurious Japanese restaurant in London's Mayfair, was the venue for a tasting of Yamazaki single malt whisky by journalists from leading drinks publications.

Master Blender Dr Koichi Inatomi (known as Dr Tomi to whisky lovers in Glasgow where he lives and studies) led the media on a journey of discovery which took them from the light and fruity Yamazaki 10 year old to the lingering peaty fragrances of the Limited Edition 1993 Yamazaki Single Cask.

Not surprisingly after a long and distinguished career producing great whiskies, Dr Tomi's knowledge of Japanese and Scottish whisky is remarkable. Now a special ambassador for Suntory, he is also writing a thesis on whisky at Glasgow University.

Dr Tomi says: "People who like whisky are often looking for something different. While our whisky takes its inspiration from Scotland, it has evolved into a whisky category in its own right with complex flavours and aromas not found anywhere else.

"Over lunch at Sake No Hana, I was able to unveil some remarkable flavours. The discovery clearly excited and pleased the experienced journalists. They were also delighted to discover how well Japanese whisky and dishes such as sushi and tempura are complemented by the spirits."

Whisky awards galore!

The list of honours heaped on Yamazaki single malt whisky international judges in Europe and the USA is long and impressive.

Since 2003 three Yamazaki single malts have received ten high level awards from the International Spirits Challenge, International Wine and Spirits Challenge and the San Francisco World Spirits Competition.

They are:

Yamazaki 10 year old	2005	ISC Silver
	2006	ISC Silver
	2006	IWSC Silver
	2007	ISC Silver
Yamazaki 12 year old	2003	ISC Gold
	2008	SWSC Gold
Yamazaki 18 year-old	2005	SWSC Double Gold
	2006	IWSC Trophy
	2007	ISC Gold
	2008	SWSC Double Gold

Yamazaki is one of a family of whisky brands distilled by Suntory of Japan which are being sought increasingly in Europe as the honours list proclaims their premium quality.



Mike Miyamoto, Distillery Manager at Yamazaki, Japan, takes gold

Dave Broom's Eulogy

Dave Broom, author and whisky enthusiast, during his recent visit to Japan spoke to Suntory managers of his belief in the popularity of Japanese whisky

Japan's whisky development is one of the most exciting things in spirits as a whole, he said, and it coincides with the popularity of Japanese culture in the West.

"Japanese distillers have the know-how and are, I believe, the most innovative whisky makers at work today. Yamazaki, for example, is not just selling one single malt among 2,500 others. It is selling flavours which are significantly different from Scotch whisky, but equally high in quality."

Dave Broom described the converts to Japanese whisky as connoisseurs who were

looking to take the next step on their whisky journey. "They are driven by quality. They are obsessive about detail; they demand individuality; they are opinionated; they are passionate".

He added: "Look at Yamazaki: Japan's first distillery, Japan's first single malt, a remarkable production story, great innovation, mixable, serious, it has multiple uses, many facets. This is an incredibly powerful brand truth."



Dave Broom at Suntory in Japan

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