



NIKKA WHISKY

THE NIKKA WHISKY DISTILLING CO.,LTD.

Media Contacts:
Amanda Hathaway, Wagstaff Worldwide
amanda@wagstaffworldwide.com, 212-227-7575

Liz Brusca, Anchor Distilling Company
lbrusca@anchorsf.com, 415.863.8350

FOR IMMEDIATE RELEASE

ANCHOR DISTILLING CO. & NIKKA JAPANESE WHISKY ANNOUNCE CHANGES TO U.S. INVENTORY

** Leading Japanese whisky company responds to unprecedented category popularity **

** Taketsuru Non-Age Statement Pure Malt & Nikka Coffey Grain supplies remain strong nationwide **

** Aged Single Malts on limited allocation **



(SAN FRANCISCO, July 2, 2015) – Masataka Taketsuru founded Nikka Whisky Company in 1934; 81 years later his Japanese whiskies, produced at the Yoichi and Miyagikyo distilleries, are booming worldwide. And with that immense popularity comes the challenge of keeping up with demand. Today, Anchor Distilling Company, Nikka's U.S. importer, announces changes to U.S. inventory, driven by Nikka's conscientious efforts to maintain stocks and balance the needs of long maturation periods.

Japanese whisky enthusiasts will be able to readily find Nikka Coffey Grain (45% ABV, SRP \$69.99), a grain whisky produced in an Aeneas Coffey column still at Miyagikyo distillery in Sendai, Japan, as well as a new non-age statement Taketsuru Pure Malt (43% ABV, SRP \$69.99), produced from a blend of single malts created at the Yoichi distillery, located in Hokkaido, Japan, and at Miyagikyo. Nikka's aged single malts – Yoichi 15 Year Old, Miyagikyo 12 Year Old, and Taketsuru 17 and 21 Year Olds – will continue to be available in the U.S. on a limited-allocation basis.

“Anchor will continue to meet the remarkable demand for the fine Japanese whiskies produced by the Nikka Whisky Company with its two most popular expressions – Nikka Coffey Grain and the non-age statement Taketsuru Pure Malt,” says Dennis Carr, president of Anchor Distilling Company. “Non-age statement whiskies are equal in quality to the aged single malts and Taketsuru Pure Malt and Coffey Grain reflect the superb craftsmanship of Nikka's whisky production.”

Asahi Breweries, Ltd., the parent company of The Nikka Whisky Company, Ltd., announced in June that the two distilleries will continue at full capacity, barreling and aging whiskies for later release. In the meantime, Nikka expects to introduce additional non-age statement whiskies in 2016.

For more information on Nikka or distribution, visit AnchorDistilling.com or email info@anchorsf.com.

###

About Anchor Distilling Company

Named the 2015 Icons of Whisky Importer of the Year by *Whisky Magazine*, Anchor Distilling Company aims to provide the bridge between discerning buyers and world's finest spirits. A privately owned San Francisco based distiller and importer, Anchor boasts a portfolio with over 300 premium niche spirits from nearly 23 countries. Our products are from multi-generational family-owned companies, and are sought by enthusiasts and connoisseurs for their superior hand-crafted artisanal qualities. In addition to being an importer, Anchor Distilling is dedicated to creating very small batches of traditionally distilled spirits. www.anchordistilling.com

