

NIKKA WHISKY

THE NIKKA WHISKY DISTILLING CO.,LTD.



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FOR IMMEDIATE RELEASE

ANCHOR DISTILLING COMPANY LAUNCHES NIKKA WHISKY IN US MARKET

Brand introduces two expressions and becomes second Japanese whisky label available in the US

(November 27, 2012, San Francisco) – San Francisco-based distiller and importer, [Anchor Distilling Company](#), is proud to launch legendary Japanese whisky, [Nikka](#) in the U.S. market. For the first time, American whisky aficionados will have access to two of Nikka's most unique expressions: Yoichi Single Malt 15-year-old and Taketsuru Pure Malt 12-year-old.

Masataka Taketsuru, Nikka's founder and Father of Japanese Whisky, came from a lineage of sake brewers, dating back to 1733. Taketsuru studied diligently at university as a chemist preparing to carry on the family trade, but soon took a personal interest in whisky. Masataka joined Settsu Shuzo, a liquor company with plans to produce a Japanese whisky. In 1918, Settsu Shuzo sent Taketsuru to the University of Glasgow – making him the first Japanese student to study the art of whisky making, in the ancestral home of Scotch whisky.

Taketsuru returned to Japan in 1920 with plans to produce Japan's first whisky for Settsu Shuzo. However, when Shuzo couldn't carry out the plan, he was recruited by the founder of Kotobukiya – now Suntory - and directed to build Yamakazi and produce the first Japanese whisky. Relentlessly passionate about quality, Taketsuru used what he learned in Scotland to create the Japanese style of whisky, unique to the country. After a 10-year contract with Kotobukiya, Taketsuru left to build the Yoichi distillery in Hokkaido, where Nikka was born.

Unlike Scotland, where barrel samples are often traded between distilleries to create blended whiskies, Japanese distillers create numerous in-house variations from their own distillery's new make spirit. In addition, oak treatment in Japan can range from first-fill American oak casks to used American barrels to former sherry butts, bourbon casks and even mizunara, an expensive Japanese oak.

"Nikka produces whiskies of extraordinary quality that compare with the world's finest and in many competitions they have taken top honors. It is a great privilege to be able to offer these amazing products to discerning American whisky aficionados and purveyors of classic cocktails. I expect Japanese whiskies to be a much larger part of the spirits landscape in the coming years," commented David King, President of Anchor Distilling Company.

Yoichi Single Malt 15-year-old (SRP \$129.99) is an expression made at the Yoichi distillery, on the island of Hokkaido. Built in 1934, Yoichi is Nikka's first and Japan's most northern distillery. The distinct aroma and body of this whisky is attributed to direct heating distillation, in which pot stills are heated with finely powdered natural coal – a traditional method that is now rare, even in Scotland. Reminiscent of the Highland style, this rich, peaty and masculine malt offers notes of spice, coffee, caramel and a touch of smoke. In 2008, it was honored as the World's Best Single Malt Whisky at the World Whiskies Awards. In 2009 and 2010, this single-malt whisky was named the Gold Medal Winner at the International Spirits Challenge.

Taketsuru Pure Malt 12-year-old (SRP \$69.99) is composed of pure malt whisky blended in vats from the Yoichi and Miyagikyo distilleries. Nikka's second distillery, Miyagikyo is located in Sendai, northern Honshu. The distillery site is surrounded by mountains and sandwiched between two fresh water rivers, providing excellent humidity and air quality conditions for soft and mild malt. Ripe, sweet aromas such as apple and pear combined with a silky smooth texture on the palate makes Taketsuru a perfect introduction to the Japanese whisky style. In 2007, it received Best Japanese Single Malt Whisky honors at the World Whiskies Awards. In 2008, this pure-malt whisky was named Gold Medal Winner at the International Spirits Challenge.

Nikka Whisky is now available throughout the U.S. For more information on Nikka or distribution visit Anchordistilling.com or email info@anchorsf.com.

About Anchor Distilling Company

Anchor Distilling Company aims to provide the bridge between discerning buyers and the world's finest spirits. A privately owned distiller and importer, Anchor boasts an artisanal portfolio with more than 300 specialty products from nearly 20 countries. All products are from multigenerational, family-owned companies and are sought by connoisseurs for their superior handcrafted artisanal qualities. From a distilling perspective, Anchor is dedicated to creating very small batches of traditionally distilled spirits. For more information, please visit www.AnchorDistilling.com.

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