

# NIKKA WHISKY

THE NIKKA WHISKY DISTILLING CO.,LTD.

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## ANCHOR DISTILLING CO. & NIKKA JAPANESE WHISKY INTRODUCE FOUR AWARD-WINNING EXPRESSIONS TO THE U.S. MARKET

*\* A rarely bottled grain whisky arrives in the U.S. \**

*\* The Taketsuru collection – named after founder of Nikka and father of Japanese whisky, Masataka Taketsuru – expands with 17 and 21 Year Old expressions \**

*\* The first Miyagikyo Single Malt comes to America \**



(SAN FRANCISCO, September 17, 2013) – Since its U.S. launch by Anchor Distilling Company in November 2012, [Nikka Japanese Whisky](#) has opened the eyes and palates of spirits enthusiasts across the country to what makes Japanese whisky unique from its Scottish forefathers. The first Nikka introductions, [Taketsuru Pure Malt 12 Year Old](#) and [Yoichi Single Malt 15 Year Old](#), showcased the elegant flavor profiles produced through Japanese distillation techniques and the special characteristics of the water and land. This month, thanks to glowing reviews and overwhelming demand, Nikka and Anchor Distilling introduce four additional, award-winning expressions to the U.S. market: Nikka Coffey Grain; Miyagikyo Single Malt 12 Year Old; Taketsuru Pure Malt 17 Year Old, and Taketsuru Pure Malt 21 Year Old.

Nikka boasts a long history of dedication to the whisky craft in Japan. Masataka Taketsuru, Nikka's founder, is considered the father of Japanese whisky: He came from a long lineage of sake brewers and was the first Japanese to study organic chemistry at the ancestral home of Scotch whisky – the University of Glasgow – followed by apprenticeships at Longmorn (Speyside), James Calder (Bo'ness), and Hazelburn (Campbeltown) distilleries. Taketsuru returned to Japan from Scotland in 1920 and was soon recruited by the founder of Kotobukiya – now Suntory – to produce the first Japanese whisky in 1923. 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 in 1934.

“Japanese whisky is ready to breakthrough in the U.S.,” says David King, president of Anchor Distilling Company. “We already have a thriving whisky culture and when people discover the quality of the Nikka liquids they will be smitten.”

This fall, the following expressions will be available in top U.S. markets:

**Coffey Grain** (45% ABV, SRP \$69.99) is a grain whisky, which is often used for blending but rarely bottled on its own. The secret behind Nikka’s grain whisky is its unique flavor generated by Coffey stills, which are traditional continuous stills patented by Aneas Coffey. Nikka has been operating the two sets of Coffey stills since the 1960s, which are now located at the Miyagikyo Distillery. Featuring aromas of vanilla, coconut and tropical fruits, this whisky offers a rich, soft sweet flavor and delicate finish with a touch of honeyed citrus, earning it a Gold Award at the 2013 International Spirits Challenge.

**Miyagikyo Single Malt 12YO** (45% ABV, SRP \$119.99) comes from Nikka’s second distillery, Miyagikyo. Located in Sendai, on northern Honshu, the distillery is surrounded by mountains and sandwiched between two fresh water rivers, providing excellent humidity and air quality conditions for soft and mild malt. This whisky is distinguished by hints of sherry and gentle floral notes. On the palate, complexity is deepened by silky cereal notes and soft fruits leading to an elegant long finish. This whisky also received the Gold at the 2013 International Spirits Challenge.

**Taketsuru Pure Malt 17YO** (43% ABV, SRP \$149.99) is composed of pure malt whisky combined in vats from the Yoichi and Miyagikyo distilleries. Both distilleries are located in close proximity to clean, crisp fresh water sources, which give the whiskies a soft, smooth quality. Named the World’s Best Pure Malt Whisky at the 2012 World Whiskies Awards, this whisky is aged 17 or more years in a combination of casks, including sherry, resulting in a rich elegant spirit with notes of toffee and a complex finish.

**Taketsuru Pure Malt 21YO** (43% ABV, SRP \$179.99) exhibits complex dried fruit aromas and a well-balanced smokiness, true to the Taketsuru style. The 21 Year Old, additionally, is characterized by a deep richness and long-lasting finish unique to whisky matured for 21 years. It received the Gold Award at the 2012 International Spirits Challenge.

For more information on Nikka or distribution, visit [AnchorDistilling.com](http://AnchorDistilling.com) or email [info@anchorsf.com](mailto:info@anchorsf.com).

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### 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. Our 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](http://www.AnchorDistilling.com).

