

EST 1923

SUNTORY WHISKY

THE FOUNDING HOUSE OF JAPANESE WHISKY

THE YAMAZAKI® SINGLE MALT WHISKY

山崎



THE FLAGSHIP SINGLE MALT

From Yamazaki® was born the surprisingly delicate yet profound experience of a Japanese single malt. Spiritual and deep, its signature multi-layered taste is highly praised by whisky connoisseurs all over the world. Today, Yamazaki® is the #1 single malt whisky in Japan and in the US.

Tasting Notes

12 YEAR

COLOR Pure gold
NOSE Peach, pineapple, grapefruit, clove, candied orange, vanilla, Mizunara Japanese oak
PALATE Coconut, cranberry, butter
FINISH Sweet ginger, cinnamon, long finish

18 YEAR

COLOR Deep Amber
NOSE Raisin, apricot, café au lait, Mizunara Japanese oak
PALATE Blackberry, strawberry jam, dark chocolate
FINISH Long, spicy, smooth



Product Details

SIZE 750ml

PROOF 86

SUGGESTED PRICING

• **12 YEAR** \$99.00

• **18 YEAR** \$300.00

Accolades

Yamazaki® 18 Year Old – **Double Gold Medal**; “**Best Other Whiskey**” – 2015 San Francisco World Spirits Competition

Yamazaki® 12 Year Old – **Silver Medal** – 2015 International Spirits Challenge

Overcoming Objections

Why should I carry Yamazaki®

- Japanese Whisky is one of the fastest-growing categories in spirits as consumers flock to discover these rare spirits¹
- As Japanese Whisky has taken the world by storm, Yamazaki® has become the world's #1 best-selling Japanese Single Malt Whisky today²
- Yamazaki® is the pioneer of the Japanese Single Malt, from Japan's first and oldest malt distillery

Drink Strategy



Enjoy Yamazaki® Neat or on the Rocks

Neat or on the rocks highlights the craftsmanship behind the blending technique of these liquids



Suggested Shelf Guidelines

Place Yamazaki® prominently within Japanese Whiskies

Order: Suntory® Toki™ > Hibiki® Japanese Whiskies > Yamazaki® 12 Year > Yamazaki® 18 Year > Hakushu® 12 Year > Hakushu® 18 Year

UPC/SCC Details

12 YEAR

UPC 088857001616

SCC 0088857328676

18 YEAR

UPC 088857001623

SCC 0088857468068



Japanese whisky consumers usually discover the category and brand through single malt Scotch. It is important to seek shelf space next to this category.

Although Japanese whisky is the fastest growing category in the U.S., it is still developing. Many times there isn't clarity on where to display and sometimes it is hidden in shelves for exclusive clients. We need to work with our key customers to achieve visibility and ensure that kind of practice is not giving away space to competitor brands.

1. Nielsen TTL xAOC+, \$ Volume and \$ % Chg, 52 WE 4/22/17

2. IWSR 2015 Value (US Dollars)

Enjoy Responsibly

Yamazaki® Single Malt Japanese Whisky, 43% Alc./Vol. ©2017 Beam Suntory Import Co., Chicago, IL