

EST 1923

SUNTORY WHISKY

THE FOUNDING HOUSE OF JAPANESE WHISKY

# HIBIKI®

## SUNTORY WHISKY

### THE PARAGON OF HARMONY

Embodying the soul of Japanese craftsmanship, this harmonious blend resounds with calm complexity and “Wa,” oneness.

The legendary Hibiki® represents true harmony. The ideal of perfection, the paragon of ‘The Art of Japanese Whisky’ and its artisans. “Hibiki” means resonance in Japanese.

It speaks to the soul and emotions of the most discerning whisky lover. Hibiki® resonates from nature and all the subtleties found from the twenty-four seasons of the old Japanese lunar calendar.

Numerous pure single malt whiskies aged in a variety of cask types, including Mizunara, a very rare Japanese oak, all combine to create a full orchestra of flavors and aromas.

### Tasting Notes

Hibiki® Japanese Harmony™

**Color:** Amber

**Nose:** Rose, lychee, hint of rosemary, mature woodiness, sandalwood

**Palate:** Honey-like sweetness, candied orange peel, white chocolate

**Finish:** Subtle and tender long finish, hint of Mizunara (Japanese Oak)



### Product Details

**SIZE** 750ml

**PROOF** 86

#### SUGGESTED PRICING

- Japanese Harmony™ | \$75.00
- 17 YEAR | \$180.00
- 21 YEAR | \$300.00

### Brand Accolades

Hibiki® Japanese Harmony™

- Double Gold – 2016 SF World Spirits Competition

Hibiki 21 Year

- Gold Medal; “Trophy Award” – 2016 International Spirits Challenge

# Overcoming Objections

Why should I carry Hibiki® ?

- Consumers continue to discover Japanese Whisky indicated by category growth of +43.4%<sup>1</sup>
- Hibiki® is the best-selling brand of Japanese Whisky, and Hibiki® Japanese Harmony™ is the #1 best-selling Japanese Whisky in the category<sup>1</sup>

## Drink Strategy

Enjoy Hibiki® Neat or on the Rocks

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



## 2017 Marketing Activities

Hibiki® Japanese Harmony™ is featured in Q4 Stories From The Still® Programming as we strive to continue to tell the storied history of our Japanese Whisky brands

## Suggested Shelf Guidelines

Place Hibiki® 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

Hibiki® Japanese Harmony™

UPC 080686934059

SCC 10080686934056

17 YEAR

UPC 88857001722

SCC 88857101729

21 YEAR

UPC 88857001739

SCC 88857101736



1. Nielsen, Total US x AOC+ \$ Volume and \$ % Chg, 52 WE 3/25/17

### Enjoy Responsibly

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