

Beam Suntory GTR frees The Chita whisky

Beam Suntory GTR told *TRBusiness* at the TFWA Asia Pacific Exhibition which took place recently in Singapore that in July it will launch its new Japanese Single Grain Whisky, The Chita, exclusively in Asia Pacific and European Travel Retail and in limited quantities in Americas Travel Retail.



Beam Suntory GTR says The Chita demonstrates the company's 'continued dedication to innovation in the Japanese whisky category and respect for the traditional values of The House of Suntory Whisky'.

The Chita will be available in a 70cl format presented in an elegant indigo blue gift box.

In the May issue of *TRBusiness* magazine, the company's GTR Marketing Manager for the Americas, Andrew Meeks, told *Charlotte Turner* that the company, which now boasts the top three biggest Japanese whisky brands, that this category is certainly on trend right now and demand is forecasted to grow.



JAPANESE WHISKY ON FIRE

"Japanese whisky is on fire right now in major world cities where it's in the bars, and in the media and people know about it, but it hasn't even penetrated that next wave of areas to include the smaller cities or suburban areas. So there is a lot of potential for it to grow.

"We launched Japanese whisky with DFS last year. If you look at overall volume and overall recognition we

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have the top three brands in the world. There are other smaller craft distilleries, but no one is making it on the scale of Suntory."

Beam Suntory's Yamazaki Single Malt Sherry Cask 2013 was named best whisky in the world in *Jim Murray's Whisky Bible 2015*; a product for which the company only released 1,300 bottles, says Meeks.

But what the company is just as excited about in travel retail is its Hibiki brand, for which it has two SKUs currently listed; Japanese Harmony Master's Select and Master's Select, Special Edition.

CHERRY BLOSSOM SEASON

"The 24-faceted bottle of Master's Select special edition is hand painted with Cherry Blossoms and represents the 24 micro seasons in Japan," adds Meeks.

Meeks tells *TRBusiness* that Suntory is very meticulous about the craft of its Japanese whisky; a cultural attribute that has permeated the whole company.

"People love Japanese whisky and Suntory could just turn on the faucet and make juice faster, but that's just not who they are. They don't care about selling more they care about making it better. It's on shelf in Japan [*in time for the Cherry Blossom season*] and the US domestic and Americas travel retail."

Beam Suntory has three distilleries in Japan; one where Yamazaki is created, which is the company's flagship and its most famous brand. It also has one for Hakushu and one where it makes The Chita. Blenders use both Yamazaki and Hakushu to create the Hibiki liquid.

THE DASHI PROCESS

The Chita is made as 'Dashi', a special Japanese broth used across The House of Suntory Whisky's range to enhance the balance and harmony of the blend, resulting in a gentle and sophisticated finish. Previously only available in Japan, due to increased demand, Japanese whisky fans around the world will now be able to purchase this expression in Asia Pacific, European and Americas Travel Retail.

Michael Cockram, Global Marketing Director, Travel Retail at Beam Suntory, comments: "The Chita is a perfectly balanced Japanese whisky that reflects the artistry and diversity of The House of Suntory Whisky.

With our rich history of innovation and award-winning Japanese releases, Global Travel Retail will continue to be a priority platform to showcase innovative new products from the Beam Suntory portfolio to the rest of the world."



Beam Suntorys growing portfolio.