

Limited-run Yamazaki 55 whisky lands in global travel retail in one-off release

**An extremely rare expression of Japanese whisky
Yamazaki has been made available in selected
global travel retail locations.**



The limited edition Yamazaki 55 (46% ABV) is the House of Suntory's oldest release in its history and can be found in London, Paris, Hainan, Hong Kong, Taipei, Amsterdam, Seoul, Delhi, Istanbul, Dubai and Singapore.

Yamazaki 55 (RRP \$60,000), which joins Yamazaki 12yo, 18yo and 25yo expressions, is presented in a crystal bottle with 'Yamazaki' engraved in calligraphy using the sandblasting technique and features real gold dust and lacquer on the age marking.

GENERATIONS OF BLENDING

The bottle's opening is wrapped in handmade Echizen washi paper and bound with a Kyo-kumihimo plaited cord, a traditional craft from Kyoto.

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Yamazaki 55 is a blend of precious single malts married in an expression distilled in 1960 under the tutelage of Suntory's founder Shinjiro Torii and aged in Mizunara casks. In 1964, under the direction of Suntory's second Master Blender Keizo Saji, the liquid was aged in white oak casks.

Each bottle is delivered in a bespoke box made from native Japanese Mizunara wood and coated with Suruga lacquer.

Beam Suntory will donate US\$5,000 for every bottle released in this year's 100-bottle collection, totalling \$500,000, to The White Oak Initiative, a group committed to the long-term sustainability of America's white oak forests.

Manuel González Soto, Marketing Director Global Travel Retail, Beam Suntory.

Suntory's Fifth-Generation Chief Blender Shinji Fukuyo has worked closely with Third-Generation Master Blender Shingo Torii to deploy the signature art of blending to reveal the liquids depth, complexity and wisdom.

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Manuel González, Marketing Director GTR for Beam Suntory, said: We are extremely proud to have the opportunity to offer travellers something as unique and exclusive as Yamazaki 55, the oldest-aged expression from the House of Suntory.

This highly limited-edition product will be showcased in some of our best House of Suntory locations, and it will be amplified by an integrated activation campaign.

We are committed to growing global travel retail by reinforcing our innovative offering and bringing the best premium shopper experience to life for our customers.

TRB BUSINESS