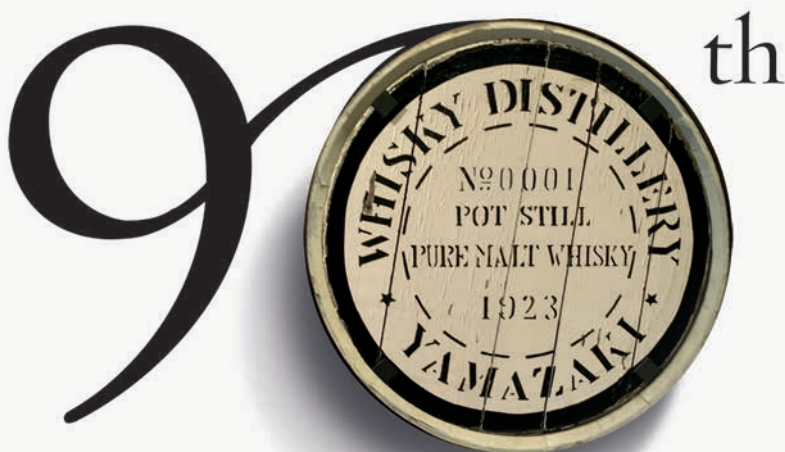


Press kit
90th Anniversary

SUNTORY
THE ART OF JAPANESE WHISKY
SINCE 1923



ANNIVERSARY
1923 - 2013

90th ANNIVERSARY OF SUNTORY WHISKY

The Art of Japanese Whisky,
an art of heritage and innovation

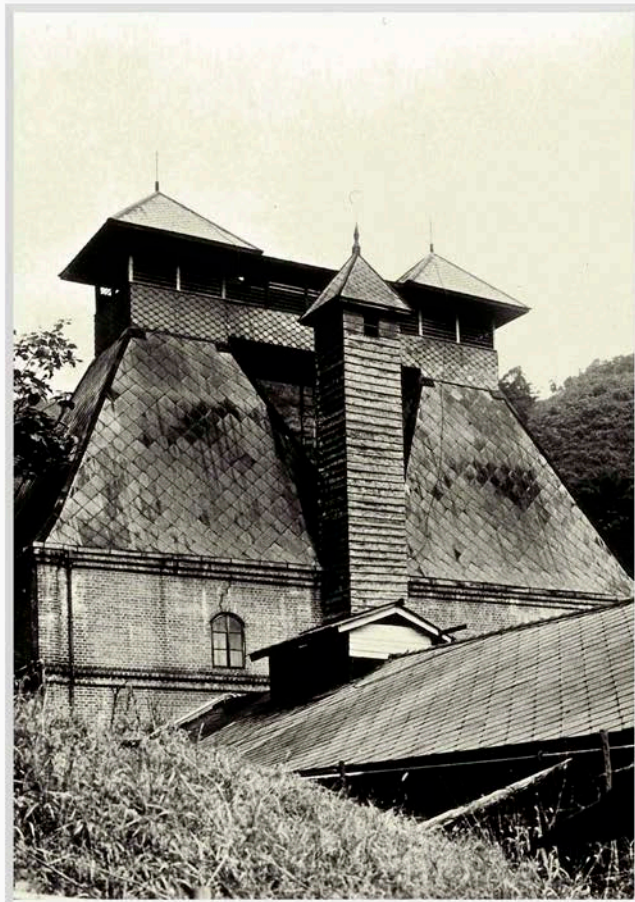
On the road to its centennial, the House of Suntory Whisky marks its 90th anniversary of whisky making. Inspired by heritage and innovation, this richly experienced House dared to make Japanese Whisky a reality by tirelessly reinventing whisky to create a true form of art.

It has been 90 years since founding father, Shinjiro Torii, built the first whisky distillery in Yamazaki, Japan in 1923, where this new “art of whisky making” was born. In 2012, Japanese whisky made another global breakthrough with Suntory being named Distiller of the Year for the third time in three years.

For the past year, the global progress of Suntory Whisky has been nothing less than outstanding. To highlight, global shipments of The Yamazaki increased by 24% while The Hakushu increased by a remarkable 187%.

None of this success has happened by chance. The same meticulous effort will be present throughout all of the ambitious projects to come in 2013.





1923 - 2013

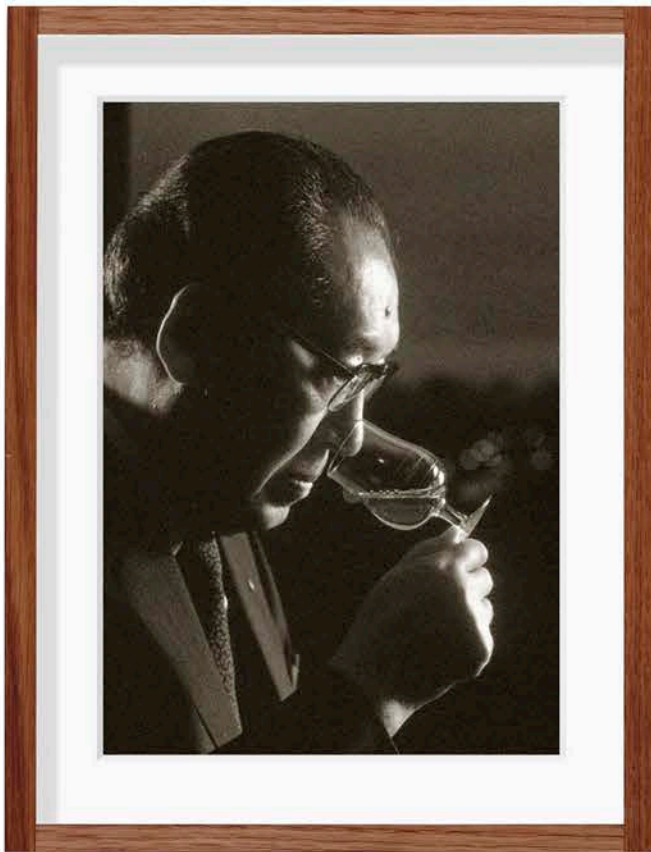
Suntory Whisky, a legacy of three generations of innovators

It all began with a man who dreamed of making a true Japanese Whisky to complement the Japanese palate.

The visionary, Shinjiro Torii, established Japan's first distillery in Yamazaki on the periphery of Kyoto.

The quest was then handed to his son, Keizo Saji, who sought to create a unique taste and establish a second distillery in Hakushu, located deep within the forest of Japan's Southern Alps. A true innovator, Saji introduced The Yamazaki and The Hakushu single malt whiskies, as well as the blended Hibiki.

Today, Shingo Torii, grandson of Shinjiro Torii and current Master Blender of the House, continues to perfect the quality of Japanese Whisky as Suntory enters a new era, one that surpasses the Japanese borders.



All three, have possessed an authentic passion for whisky; for the beauty of nature; for the refinement of culture, and for the advancement towards a gastronomic ideal exploring the future with a philosophy that is truly Japanese.

DEEMED THREE TIMES BEST IN THE WORLD

Suntory recently received a phenomenal amount of international recognition

The global recognition of Suntory Whisky began a decade ago. In 2003, Yamazaki 12 Year surprisingly, received “Gold” at the International Spirits Challenge (ISC). Suntory Whisky’s exceptional reputation then intensified with Hibiki 30 Year being awarded the ISC Trophy three years in a row from 2006 to 2008.

In 2012, Suntory Whisky recently received a phenomenal amount of international recognition after being crowned “Distiller of the Year” for its third time. Its three luxury brands - The Yamazaki and The Hakushu single malts, and the blend, Hibiki - have all earned high praise and global success.

Among the Prizes awarded to Suntory whiskies over the last few years are:



- “Whisky Distiller of the Year” at the World Whiskies Awards (WWA) in 2010.

It was a rare distinction to be elected two-time “Distiller of the Year” by the International Spirits Challenge (ISC) jury in 2010 and 2012.

- Yamazaki 18 Year and Hakushu 25 Year both elected “Trophy” at the ISC 2012; another first within the whisky category.
- In 2012, Yamazaki 25 Year was elected “World’s Best Single Malt Whisky” at the WWA.
- At the ISC 2010, The Yamazaki 1984 Single Malt received the “Supreme Champion Spirit” prize, distinguishing this product among all other awards in all categories.
- Hibiki 21 Year was crowned “World’s Best Blended Whisky” at the World Whisky Awards in 2010 and 2011.



THE STORY OF A PIONEER AND HIS HERITAGE

The quest for a truly
Japanese whisky

In 1923, although inspired by the quality of traditional Scottish whisky, Shinjiro Torii deliberately selected an emblematically Japanese location and climate very different to that of Scotland.

1923

Shinjiro Torii created Japan's first distillery in Yamazaki, on the periphery of Kyoto, where Japan's first whiskies took flight the following year.

1929

Launch of Suntory SHIROFUDA (white label),
the first Japanese whisky.

1937

Launch of Suntory KAKUBIN (square bottle).

1946

Launch of TORYS Whisky.

1950

Launch of SUNTORY OLD.

1960

Launch of SUNTORY ROYAL WHISKY.

1973

50th anniversary of whisky making;
Hakushu distillery was created to make new
varieties of malt whiskies.

1984

Launch of The YAMAZAKI Single Malt Whisky.



1989

Launch of HIBIKI whisky.

1994

Launch of The HAKUSHU Single Malt Whisky.

2003

The YAMAZAKI Single Malt 12 year receives Gold
at the International Spirits Challenge (ISC)
in the United Kingdom.

2010

Global first: Suntory, a Japanese Whisky House, is named
“Distiller of the Year” in London at the International Spirits Challenge.

End of 2012

Third global title in three years as “Distiller of the Year” and
numerous accolades for The Yamazaki, Hibiki and The Hakushu.
This international acclaim provides a certain lustre to Suntory’s
90th anniversary celebration this 2013.





DEDICATION TO WHAT IS JAPANESE IN OUR JAPANESE WHISKY

Suntory has established exceptional standards of quality and taste

Since its origin, Japanese terrain and climate have been Suntory's differentiating factors to those of Scotland in producing whiskies that are truly Japanese.

The region is Yamazaki-Kyoto, where the water is reputed to be among the purest and softest in Japan. Here the Suntory artisans, their engineers and blenders, work to create whiskies that are harmoniously rich in taste. They strive to produce whiskies that not only marry perfectly with the Japanese palate, but also complement any cuisine worldwide.

They feel particularly honored by the success of their whiskies, after nine decades of establishing exceptional standards of quality and taste. It may seem obvious that this attention to detail and refinement of Japanese savoir-faire should produce astonishing results; yet it is with great pride that Suntory artisans have created whiskies that are saluted among the best in the world, and by the British themselves.



THE FUSION OF NATURE, THE SEASONS AND THE ARTISANS OF JAPAN

The particular character of these whiskies
comes from a unique encounter

In the Art of Japanese Whisky, there is a unique convergence between Japanese Nature and Suntory artisans. It combines the influence of Japan's 24 seasons on whisky ageing, the immense array of nature's color and species giving variety to aroma and taste, and the Art of Suntory's artisans, among the best in the world.

Diversity in the making is what inspires these artisans in endless play: The diversity of pot stills; the diversity in malt fermentation, including the traditional wooden wash back; the variety of casks like those made of Mizunara (a rare Japanese oak). This diversity in the making encompasses Suntory's heritage and is what continually stimulates discovery and innovation.

Suntory's ambition is to globally entice whisky lovers, connoisseurs and the curious to explore by enjoying its subtle, refined, and complex taste a seduction through exquisite Japanese rituals, and refreshing ways to experience the whisky. Among these are the extraordinary "Art of Ice", fulfilling a sense of beauty and function, and "Omotenashi", the refined "Art of Giving and Receiving".



INVESTING IN PRODUCTION AND THE FUTURE

With the onset of 2013 comes the last decade in Suntory Whisky's centennial

Looking back, one wonders at the sheer audacity, tenacity, sense of innovation, discipline, ambition, and modesty that motivates them to succeed, furthered by countless accolades and awards that champion these efforts. Suntory Whisky is the pioneer of Japanese Whisky, on an endless journey to create a true, living art; “The Art of Japanese Whisky”.

Countless innovations and initiatives are to be announced by Suntory this year. They will strengthen their global presence by expanding to new markets, talking to new customers, and proposing new ways of enjoying their whisky. In order to meet mid- and long-term demand and prepare for the further expansion in the Japanese and global markets, Suntory will be investing approximately 5 Billion Yen (US\$50 Million) in 2013 and 2014 to increase productivity at the Yamazaki Distillery and the Ohmi Aging Cellars.

Ninety years are not long in the grand scheme of history. The story of this next decade will propel Suntory as it moves decisively towards its centennial, exemplifying more than ever the company motto, embraced by its founding father and first Master Blender Shinjiro Torii: “Yatte Minahare – Go for it!”.



ABOUT OF SUNTORY

Suntory was founded in 1899 and is now a global food corporation, with its headquarters in Japan. As a pioneer in the production and distribution of Japanese whisky since 1923, Suntory also produces other alcoholic beverages, including beer, ready-to-drink beverages, health-food products, catering services, and flowers. During 2011, Suntory employed 28,500 people throughout the world, and generated a sales revenue of 22.7 billion dollars. Suntory's mission is not only to offer high quality products and bring happiness to consumers in their daily lives, but also to make an active contribution to their cultural and social lives. Its motto, "Yatte Minahare – Go for it!" is a source of inspiration, firmly expressing Suntory's commitment to healthy, sustainable expansion, and "growing for good".

Visuals on demand

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