

## Kirin unveils FUJI Aged 12 Years Japanese whisky

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**Kirin aims to enhance the value of the FUJI brand further while sharing the appeal of Japanese whisky with consumers around the world**



Kirin Brewery Company, Limited will launch KIRIN SINGLE GRAIN JAPANESE WHISKEY FUJI AGED 12 YEARS, the first age-statement expression in the FUJI Japanese Whisky portfolio. Produced at FUJI GOTEMBA DISTILLERY, the new whisky will launch in the United Kingdom and France from October, followed by the United States and airport duty-free stores in Japan from November. A domestic launch in Japan is planned for 2027 or later.

Global demand for Japanese whisky continues to grow, alongside increasing interest in premium expressions that offer distinctive quality, craftsmanship and character. Against this backdrop, Kirin is introducing FUJI AGED 12 YEARS as a new flagship expression of the KIRIN JAPANESE WHISKY FUJI ("FUJI") brand.

This special Single Grain Japanese Whisky is crafted from the three distinctive grain whisky styles uniquely produced at FUJI GOTEMBA DISTILLERY. Each whisky component was carefully selected at its peak of maturity, after its distinctive character had fully blossomed. By meticulously blending these exceptional grain whiskies, we have created an elegant expression marked by vibrant aromas of ripe fruit, crystalline sweetness, and a refined and elegant character with remarkable depth and poise. It embodies more than fifty years of craftsmanship, showcasing the distillery's mastery of creating diverse and distinctive grain whisky styles and the blending expertise that has become a hallmark of the FUJI brand.

Through the launch of this product in overseas markets, Kirin aims to enhance the value of the FUJI brand further while sharing the appeal of Japanese whisky with consumers around the world.