

THE
YAMAZAKI
SINGLE MALT
WHISKY



PRESS INFORMATION

YAMAZAKI GOES ON-LINE WITH MALT MOMENTS BLOG

London, July 30, 2010 – Yamazaki single malt whisky has launched a blog site called Malt Moments which creates a voyage of discovery of Japanese whisky. The blog can be accessed on: <http://malt-moments.blogspot.com/2010/06/post-1-journey-begins.html>

Over the rest of the year each update will unveil a different chapter of the intriguing story of Japanese whisky, its terroir, traditions, distilling and ageing methods and such unique features as the use of mizunari Japanese oak.

The journey of discovery will also take in visits to the Yamazaki and Hakushu distilleries which produce Suntory's award-winning single malt whiskies. Tasting notes will guide enthusiasts through the discovery of Yamazaki and Hakushu 10YO, 12YO and 18 YO expressions. Whisky enthusiasts are encouraged to respond with questions for the Suntory Master Distillers.

Amanda Wilson, Yamazaki marketing manager, said: 'Whisky connoisseurs have fuelled interest in Yamazaki and Hakushu single malt whiskies through word-of-mouth recommendation. There is growing interest in Japanese whisky and the blog responds to that with simple, colourful descriptions.'

Since 2003 Suntory single malt and blended whiskies have received 50 international awards for excellence, of which Yamazaki and Hakushu single malt whiskies alone have received 30 awards.

Yamazaki and Hakushu Japanese whiskies are distributed in the UK by Cellar Trends. For all sales enquiries please call 01283 217703 or see the Cellar Trends website:

www.cellartrends.co.uk

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