

# SHINOBU PURE MALT WHISKY 10 YEAR

NIIGATA, JAPAN



## AWARDS

Gold Medal in San Francisco World Spirits Competition 2020.

## PRODUCT DESCRIPTION

Assemblage of whisky aged in Ex-Bourbon and Sherry Hogshead casks for a minimum of 10 years. Finished in rare Mizunara Oak for 6 to 9 months.

## BRAND DESCRIPTION

The Japanese concept of "Shinobu" meaning endurance, perseverance, and patience is of constant inspiration to the whisky makers of The Shinobu Distillery in Niigata where pristine streams fed by pure mountain snow reach the Sea of Japan. Shinobu Japanese Whisky requires just this patience and self-control for the master distiller to age each barrel for the right amount of time before meticulously blending to perfect flavor. Finished in Japanese white Mizunara Oak, each expression of the Shinobu Whisky carries on the history and tradition of endurance and perseverance of the Japanese Warrior class.

Japan's own prized White Oak tree "Mizunara" is indigenous to only cool climates in northeast Asia. It grows slowly and must be carefully tended to ensure the wood grows straight and tall. Each tree of Mizunara Oak takes up to 150 years to grow before a harvest. It was one of the favorite materials for crafting weapons for the Samurai class. Now, it is a culturally unique choice to build whisky barrels. Highly porous and tannic, Mizunara Oak is known for rapidly imparting its intensely distinctive smokey aromas into the spirit. Whiskies fully aged in Mizunara Oak would require up to 20 years to fully mature. When used to finish, Mizunara Oak gifts complexity and bold flavors beyond the vintage of the whisky.

With immense dedication to their heritage, Shinobu Whisky has begun planting and tending their own grove looking ahead to a long future of craftsmanship in Japanese Whisky.



## Key Selling Points

- Finished in Rare Japanese Mizunara Oak.
- Pronounced Mizunara Oak Characteristics and Bold Flavor
- Produced in Niigata Famed for The Three White Treasures, Snow, Rice, and Sake.
- Non Chill Filtered, No Caramel Color Added

## Tasting Notes

### EYES

Deep Mahogany, Full-Bodied

### NOSE

Savory Smoked Meats, Wildflower Nectar, Vanilla

### PALATE

Honey, Vanilla, Toffee, Toasted Butter Biscuit of Malt, Hint of Coffee

## PRODUCT INFORMATION

**ALCOHOL:** 43% by Vol.

**SIZES:** 750ml

**CASE PACK:** 6

**SKU:** 992295

**ORIGIN:** Niigata, Niigata Prefecture, Japan

**INGREDIENTS:** 100% Malted Barley

**UPC CODE:** 4520971500096

**SSC CODE:** 14520971500093

**CASES PER LAYER:** 24

**LAYERS PER PALLET:** 5

**CASE WEIGHT (KG):** 17.085

**CASE DIMENSIONS(MM):** 10.5x7x6

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