

# SUNTORY

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## **Suntory Single Malt Whisky Yamazaki 12 Years Old Awarded Supreme Champion Spirit for the First Time at International Spirits Challenge 2024**

- Second consecutive year for a Suntory Whisky brand to be awarded top out of all entries -
- Suntory Whisky Toki and Kakubin receives their first gold –
- Chief Blender Shinji Fukuyo recognized as the Master Blender of the Year for the first time –



This high-resolution image has been posted on <https://www.suntory.com/news/index.html>

Tokyo, JAPAN (September 27, 2024) - Suntory Spirits is proud to announce that its Suntory Single Malt Whisky Yamazaki 12 Years Old was awarded the Supreme Champion Spirit at the prestigious International Spirits Challenge (ISC) 2024, a worldwide spirits competition held in London on Thursday, September 26<sup>th</sup>.

The Supreme Champion Spirit is awarded to the highest scoring Trophy winner of the competition. This means that Yamazaki 12 Years Old was awarded the Trophy, the top award in the Japanese Whisky category, and was also selected as the most outstanding

product out of thousands of entries among all categories. It is the first time for Yamazaki 12 Years Old to be awarded the Supreme Champion Spirit and the second consecutive year for a Suntory Whisky brand to achieve this accolade following Yamazaki 25 Years Old last year.

“Yamazaki 12 Years Old was excellent in terms of its body, fruit, and the whole combination of qualities,” said an ISC judge. “When Yamazaki came out as the one that won the Japanese Whisky category, we all thought it made perfect sense. We were very proud to declare this unanimously as a great quality whisky.”

Along with Yamazaki 12 Years Old, the company received numerous accolades at this year’s competition - Double Golds for Suntory Whisky Hibiki 30 Years Old and Hibiki 21 Years Old and 23 Golds including Suntory Whisky Toki, and Suntory Whisky Kakubin which was submitted to the competition for the first time this year.

Furthermore, the company’s fifth generation Chief Blender Shinji Fukuyo was recognized as the Master Blender of the Year for the first time. Determined by expert panel of judges, this award goes to the winner voted for the craftsmanship, skill and talent of their work from the past twelve months.

“Shinji is renowned worldwide as an industry figure, and the quality of his work has been proven,” said one ISC judge. “The attention to detail is the key to his approach and philosophy of making whisky. This leads to the finesse and craftsmanship at Suntory that only comes with dedication, experience and time,” said another.

“It is an honor to receive this recognition on behalf of the company and team that have worked so hard over the years,” said Shinji. “I am proud that more people have come to understand through our products what our generations of blenders have passed on to us, and that we have been able to continuously produce Suntory Whisky that is valued around the world.”

Since joining the company in 1984, Shinji has been involved in the development of a variety of whisky products, such as Yamazaki and Hibiki. After his experience at Hakushu Distillery and Suntory subsidiary Morison Bowmore Distillers in Scotland, he was positioned as the fifth generation Chief Blender in 2009. He is also named Whisky Quality Advisor for Suntory Global Spirits to improve quality across the entire Suntory Group.



Chief Blender Shinji Fukuyo, and his team

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In addition, Suntory Spirits was selected as the Producer of the Year in the Japanese Whisky category for the fifth consecutive year, an award bestowed upon one company in each category for producing a wide variety of high-quality products.

Suntory Spirits believes that these outstanding recognitions are a testament for the company's excellent blending skills and the pursuit of perfection in quality for its whisky making, further cementing the reputation of Japanese Whisky.

As the pioneer and leading company of Japanese Whisky, the company welcomes the implementation of the Japanese Whisky standards by the Japan Spirits & Liqueurs Makers Association, and will continue to take a leadership role in protecting and increasing awareness for the category through ongoing consumer and trade education initiatives about what properly constitutes a Japanese Whisky.

#### ▼ About Suntory Whisky Brands

##### **Suntory Single Malt Whisky Yamazaki 12 Years Old**

The flagship single malt whisky from Japan's first and oldest malt distillery contains carefully blended components aged in American, Spanish, and Japanese Mizunara oak creating a delicate and elegant taste that never grows tiresome.

It is characterized by an aroma of ripened fruit and sweet vanilla derived from Yamazaki Distillery's white oak cask, with hidden flavors of Spanish oak and Japanese Mizunara oak adding a buttery deep sweetness to the palate leading to a long finish with a sense of sweet ginger and cinnamon.

##### **Suntory Whisky Toki**

Respectful of heritage and inspired by reinvention, Suntory Whisky Toki expresses both what is authentic and what is next. It is a blend of carefully selected whiskies from the globally acclaimed Yamazaki Distillery, Hakushu Distillery and Chita Distillery.

Traditionally crafted by the company's Art of Blending philosophy, the liquid features the quintessential characteristics of a Suntory blend. This well-balanced silky blend with a subtly sweet and spicy finish allows exceptional versatility — the expression can be enjoyed neat, on the rocks, as a highball or mixed as a cocktail.

## **Suntory Whisky Kakubin**

As the signature blended whisky, Kakubin embraces the uniquely Japanese flavors and aromas accentuated with key notes of whiskies from three distilleries - Yamazaki, Hakushu and Chita. Along with the slightly fruity aroma and rich flavor, the boldness characteristic can be detected in the pleasantly dry finish, making Kakubin a highly versatile whisky for any occasion and a timeless favorite since its release in 1937.

## **▼ About the International Spirits Challenge**

The International Spirits Challenge is a highly authoritative spirits competition held annually in the UK, with a rigorous and independent judging process. This year, thousands of entries were submitted across all categories. In the Whisky category, medals were awarded based on the scrupulous blind assessment of over 900 whiskies from around the world by approximately 10 experienced panel of specialist judges, all of whom are blenders and distiller managers from whisky distilleries across the globe.

## **▼ Awards Received at ISC 2024**

### **Supreme Champion Spirit**

Suntory Single Malt Whisky Yamazaki 12 Years Old

### **Trophy, among the Japanese Whisky category**

Suntory Single Malt Whisky Yamazaki 12 Years Old

### **Master Blender of the Year**

Chief Blender Shinji Fukuyo

### **Producer of the Year, among the Japanese Whisky category**

Suntory Spirits

### **Double Gold Medal**

Suntory Whisky Hibiki 30 Years Old

Suntory Whisky Hibiki 21 Years Old

Suntory Single Malt Whisky Yamazaki 12 Years Old

### **Gold Medal**

Suntory Whisky Hibiki Blender's Choice

Suntory Whisky Hibiki JAPANESE HARMONY

Suntory Whisky Hibiki JAPANESE HARMONY Master's Select

Suntory Whisky Hibiki Suntory Whisky 100 Years Anniversary Blend

Suntory Whisky Kakubin

Suntory Whisky Old

Suntory Whisky Royal

Suntory Whisky Special Reserve

Suntory Whisky Toki  
Suntory Single Malt Whisky Hakushu Peated Malt 18 Years Old  
Suntory Single Malt Whisky Hakushu  
Suntory Single Malt Whisky Hakushu 12 Years Old  
Suntory Single Malt Whisky Hakushu 18 Years Old  
Suntory Single Malt Whisky Hakushu 25 Years Old  
Suntory Single Malt Whisky Yamazaki Golden Promise  
Suntory Single Malt Whisky Yamazaki Mizunara Japanese Oak Cask 18 Years Old  
Suntory Single Malt Whisky Yamazaki  
Suntory Single Malt Whisky Yamazaki 18 Years Old  
Suntory Single Malt Whisky Yamazaki 25 Years Old  
Suntory Single Malt Whisky Yamazaki Limited Edition 2023  
Suntory Single Malt Whisky Yamazaki Peated Malt Spanish Oak  
Suntory Single Malt Whisky Yamazaki Smoky Batch The First  
Suntory Single Malt Whisky Yamazaki Story of the Distillery 2024

▼ **For more information on Suntory Whisky**

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**About Suntory Group**

As a global leader in the beverage industry, Suntory Group aims to inspire the brilliance of life, by creating rich experiences for people, in harmony with nature. Sustained by the gifts of nature and water, the Group offers a uniquely diverse portfolio of products, from award-winning Japanese whiskies Yamazaki and Hibiki, iconic American whiskies Jim Beam and Maker's Mark, canned ready-to-drink -196, The Premium Malt's beer, Japanese wine Tomi, and the world-famous Château Lagrange. Its brand collection also includes non-alcoholic favorites Orangina, Lucozade, Oasis, BOSS coffee, Suntory Tennensui water, TEA+ Oolong Tea, and V energy drink, as well as popular health and wellness product Sesamin EX.

Founded as a family-owned business in 1899 in Osaka, Japan, Suntory Group has grown into a global company operating throughout the Americas, Europe, Africa, Asia and Oceania, with an annual revenue (excluding excise taxes) of \$20.9 billion in 2023. Its 41,511 employees worldwide draw upon the unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

For more information, visit [www.suntory.com](http://www.suntory.com) and [Drink Smart](#).

