

**Globally-Acclaimed "FUJI" Brand Lineup Expands In Japan With
Kirin Single Malt Japanese Whisky FUJI And
Kirin Single Malt Japanese Whisky FUJI 50th Anniversary Edition**

- Launches coincide with 50th anniversary of the renowned FUJI Gotemba Distillery
- Sales volume of the *FUJI* brand increased 10-fold*² in the three years since its launch
- *Kirin Single Malt Japanese Whisky FUJI 50th Anniversary Edition* uses malt whiskies from each of five decades

TOKYO, Monday March 13, 2023 – Kirin Brewery Company, Limited (Kirin Brewery) will domestically release *Kirin Single Malt Japanese Whisky FUJI* year-round on May 16, and *Kirin Single Malt Japanese Whisky FUJI 50th Anniversary Edition* in limited quantities on May 23.

The history of Kirin Brewery's whisky business began with the establishment of Kirin Seagram in 1972, and since then Kirin Brewery has developed and launched products that have expanded the possibilities of whisky. It has the know-how to cover four of the world's five major whiskies*¹. FUJI Gotemba Distillery is also celebrating its 50th anniversary this year.

*1 Out of the world's five major whiskies (Scotch whisky, American whisky, Canadian whisky, Japanese whisky, and Irish whisky), FUJI Gotemba Distillery covers Scotch whisky, American whisky, Canadian whisky and Japanese whisky.

The *FUJI* brand has been on the market since 2020 and has been highly acclaimed worldwide for its taste. The brand's sales volume in 2022 has grown significantly, with a 10-fold*² increase in the three years since its launch. In particular, the brand has received high praise from consumers for the taste created by the variety of original whiskies created from its unique origins and the world's best*³ blending technology.

*2 From Kirin Brewery shipment results (monetary basis)

*3 Master Blender Jota Tanaka was awarded "Master Distiller/Master Blender of the Year" at the Icons of Whisky (IOW) 2017.

Against this backdrop, Kirin Brewery will launch these two new products in order to convey the appeal of Japanese whisky to a wider audience. *Kirin Single Malt Japanese Whisky FUJI* features a rich, fruity taste created from a variety of malt whiskies. *Kirin Single Malt Japanese Whisky FUJI 50th Anniversary Edition* celebrates its 50th anniversary by featuring a beautiful flavor that masterfully blends the sweet and complex mature aroma derived from long-aged malt whisky with a gorgeous aroma, using malt whisky from each decade from the 1970s to 2010s, including the malt whisky from the time of its operation in 1973.

In the *Kirin Group 2022-2024 Medium-Term Business Plan*, Kirin Brewery has set a goal to focus on domestic whisky as a business that will support its overall business in the next 10 years. This year, the second year of the plan, Kirin Brewery will strengthen its efforts to communicate the appeal of the FUJI Gotemba Distillery, which is celebrating its 50th anniversary, and revitalize Kirin Brewery's whisky business as well as the domestic whisky market as a whole.

Kirin Single Malt Japanese Whisky FUJI

This single malt whisky features a rich, mellow, fruity flavor created from a variety of malt whiskies, and the beauty of FUJI can be felt every time it is tasted. With Mt. Fuji in a snowy landscape, the label expresses the beauty of nature's mysteries and the dignified attention to detail of Japanese craftsmanship.

The bottle, with the bottom rising up in the shape of Mt. Fuji, is a symbol of the brand.

Kirin Single Malt Japanese Whisky FUJI 50th Anniversary Edition

Kirin Single Malt Japanese Whisky FUJI 50th Anniversary Edition is made from the base malt whisky from the time of its operation in 1973, as well as the original malt whiskies from the 1970s, 1980s, 1990s, 2000s, and 2010s. It is a single malt whisky that combines the deep aroma characteristic of the precious, long-matured base whisky and the delicate malt flavor that we have treasured for so long, with the new fruity malt flavor in perfect harmony.



● Product Details

1. Product name *Kirin Single Malt Japanese Whisky FUJI*
2. Product launch date May 16, 2023
3. Sales area Japan/Nationwide
DRINX online store (<https://drinx.kirin.co.jp/>)
4. Volume / Container 700ml / bottle
5. Alcohol content 46%
6. Distilled at Kirin Distillery's FUJI Gotemba Distillery
7. Price (incl. tax) 6,600 yen *DRINX online price



1. Product name *Kirin Single Malt Japanese Whisky FUJI 50th Anniversary Edition*
2. Product launch date Tuesday, May 23, 2023
3. Sold at FUJI Gotemba Distillery and
DRINX online store (<https://drinx.kirin.co.jp/>)
4. Volume/container 700ml / Bottle
5. Alcohol content Alcohol content: 52%*
*Estimated, due to cask strength
6. Distilled at Kirin Distillery's FUJI Gotemba Distillery
7. Price (incl. tax) 21,780 yen *Price at the FUJI Gotemba Distillery store and DRINX
8. Estimated sales volume Limited to 3,000 bottles



About Kirin Holdings

Kirin Holdings Company, Limited is an international company that operates in the Food & Beverages domain (Food & Beverages businesses), Pharmaceuticals domain (Pharmaceuticals businesses), and Health Science domain (Health Science business), both in Japan and across the globe.

Kirin Holdings can trace its roots to **Japan Brewery** which was established in 1885. Japan Brewery became **Kirin Brewery** in 1907. Since then, the company expanded its business with fermentation and biotechnology as its core technologies, and entered the pharmaceutical business in the 1980s, all of which continue to be global growth centers. In 2007, Kirin Holdings was established as a pure holding company and is currently focusing on boosting its Health Science domain.

Under the [Kirin Group Vision 2027](#) (KV 2027), a long-term management plan launched in 2019, the Kirin Group aims to become “A global leader in CSV* creating value across our world of Food & Beverages to Pharmaceuticals.” Going forward, the Kirin Group will continue to leverage its strengths to create both social and economic value through its businesses, with the aim of achieving sustainable growth in corporate value.

*Creating Shared Value. Combined added value for consumers as well as for society at large.

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