

Distillery

Founded in 1994
Located on the Southern Alps of Mt. Fuji
Location renowned for its limpid ('clear') water
One of the largest producers of domestic Japanese craft whisky

The 'Cocktail' Japanese Whisky

Shinju's flavor profile was created specifically to mix well in cocktails
More sweet than smoky

Shinju

Shinju means 'Pearl'
Kanji on bottle says 'Pearl'
Ancient Japanese believed pearls were created from the 'tears of angels', special water

Brand Position

Japanese whisky for the modern consumer
Affordable & Accessible – for inclusion in cocktails
More versatile than the common Japanese Whiskies

Water

The water used to create Shinju comes from the Southern Alps of Mt. Fuji, which is considered some of the cleanest, clearest water in the world.

Taste

Double distilled, with hints of honey, orange, and vanilla

Technicals

Bottle: 750ml
Case: 6 x 750ml
ABV: 40%
Build: Malt Barley, Grain Whisky, Neutral Grains, Water
2 - 4 year blend – rested in white oak barrels
MSRP: \$49.99



UPC 7 48252 130689 0



Awards

Sante' International Wine & Spirits Competition – Double Gold, Best of Class, and Best Whisky

- One of only two brands to receive a perfect score of 100

John Barleycorn Awards – Gold Medal

Named Liquor.com's 'Best for Cocktails' for 2020 and 2021

Fifty Best, Best World Whisky – Silver Medal

