



# ENSō

JAPANESE WHISKY

**STATE OF INNER HARMONY**

# HISTORY OF ENSŌ

Ensō (円相) is an emblem that symbolises and combines strength, enlightenment, elegance, the entire universe and emptiness. It encompasses and connotes absolute fulfilment, simplicity, integrity, infinity, perfection of harmony as well as the freedom to create.



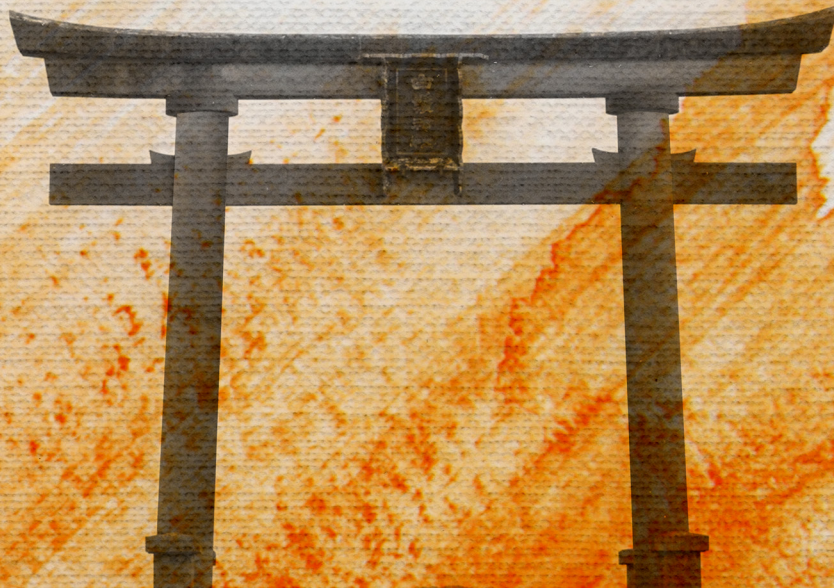
**“The emptiness of nothing, the circle of life  
and the totality of the spirit”**

This ancient symbol is considered one of the “supreme” symbols of Zen because it is an expression of its discipline and spiritual vision.

“A moment when the mind is free to simply let the body or spirit create”

Its origin was inspired by The Shinjinmei, written in the sixth century, which refers to the Great Way of Zen as follows: “A circle like vast space, lacking nothing, and nothing in excess”.

To create a circle, one’s mental and bodily attitude should be the same as when practising “zazen” meditation. The harmony found in an ensō’s shape demonstrates the level of spiritual depth we have achieved, as well as the philosophy we transmit and inspire during the production of this Blended Whiskey.





## BRAND POSITIONING

Ensō, being a figure created and drawn by the human hand, is organic and mathematically imperfect. However, the very nature of being guided by a mental state characterised by freedom, cleanliness and clarity of intentions enables us to achieve perfection. Just being like that is what makes one capable of drawing and creating a powerful and well-balanced ensō.

There is always a small opening somewhere that says that we are not contained within ourselves, but that we open ourselves to space, to possibilities, to infinity.

**“Ensō, State of Inner harmony”**

## HOME & PRODUCT:

Blended Whiskey made it through an artisanal process that traces its origins from different Japan Prefectures and then is blended and aging for 3 to 4 years in American oak barrels at KIYOKAWA, which means “Pure River” located between Tokyo in the east and the breathtaking surroundings of mount Tanzawa in the west.

**It is a lightly blended artisanal whiskey that offers remarkable touches of** nutmeg and chocolate with mint, while also emitting fruity and floral aromas. Its finish is incredibly smooth, highlighting its remarkable character.

Ensō represents the harmonic fusion between traditional and modern ways of creating high-quality Japanese whiskey.

**Nutmeg**



**Chocolate with mint**



**Fruity aromas.**



**Floral aromas.**



**Excellent served on the rocks.**

**Bottle size:** 700 ml

## **TASTING NOTES:**

**Nose:** Notes of flowers and fresh fruits, spices and light notes of cask.

**Palate:** Round and fruity flavour, with touches of nutmeg and chocolate with mint, light shades of caramel and winter spice flavours.

**Finish:** Smooth and long with remarkable body.

**Alcohol content:** 40 %

# POS



10 Usd



7 Usd



13 Usd



13 Usd



## FRATERNITY SPIRITS

Fraternity Spirits is the international marketing partner for Kiyokawa CO and Hacienda Corralejo's premium brands. It exports our products worldwide (North and South America, the Caribbean, Asia, Europe).

We have 20 years of experience creating, representing and marketing premium spirits brands. Our team of professionals work with passion and dedication to ensure that our brands enjoy a worldwide reputation for top quality.

-Our keys to success:

- Telling stories about our culture, iconic characters, heritage and genuine Mexican character.
- Historical locations associated with Mexico's heritage and history.
- Quality and taste.
- Unique bottle designs which differentiate our products in the market.

Join our worldwide network.

Contact us, Mexico City

Raffaele Berardi CEO

r.berardi@fraternitiespirits.com +52 155 2106 6297

Giuseppe Giusto Manager

g.giusto@fraternitiespirits.com +52 55 5202 8779