

野村
NOBUSHI
JAPANESE WHISKY





OUR STORY

THE KIYOKAWA DISTILLERY WAS CREATED WITH AN APPRECIATION FOR THE TRADITIONS OF THE SAMURAI. OVERTIME PEOPLE REALIZED THAT THE WATER FROM THE KIYOKAWA MOUNTAINS WAS SO PURE AND CRYSTALLINE THAT IN COMBINATION WITH A METHODOICAL, TRADITIONAL AND HIGH QUALITY PROCESS, THEY COULD OBTAIN A WHISKY THAT COULD PAY HOMAGE TO THE TRADITION OF SEEKING PERFECTION, SO ENGRAINED IN SAMURAI CULTURE.

THAT IS WHY THE DISTILLERY WAS BORN BETWEEN THE MOUNTAINS AND THE KIYOWAKA RIVER, AND IT IS THANKS TO THIS PERFECT MIX THAT TODAY WE HAVE THESE UNIQUE WHISKYS.

OUR VALUES

WE VALUE A PROGRESSIVE SPIRIT
PAIRED WITH A DEEP RESPECT FOR
TRADITION. OUR MATCHLESS
COMMITMENT TO RETAINING
SMALL-SCALE PRODUCTION RESULTS IN
DISTINCTIVE EXPRESSIONS OF JAPANESE
WHISKY, WITH ALL ITS WONDERFUL
CHARACTER AND FLAVOUR.

THE NEARBY MOUNTAINS PROVIDE A
SOURCE OF FRESH, CLEAR SPRING
WATER, THAT IS AN ESSENTIAL PART OF
OUR PRODUCT.



SELECTED INGREDIENTS

MOUNTAIN SPRING WATER FROM
LIYAMA NAGANO, JAPANESE MALT,
DIFFERENT SELECTED LOCAL GRAINS
AND A COMFORTABLE LACK OF HURRY
THAT REFLECTS THE RURAL SETTING
AND LIFE IN OUR BARRELHOUSE

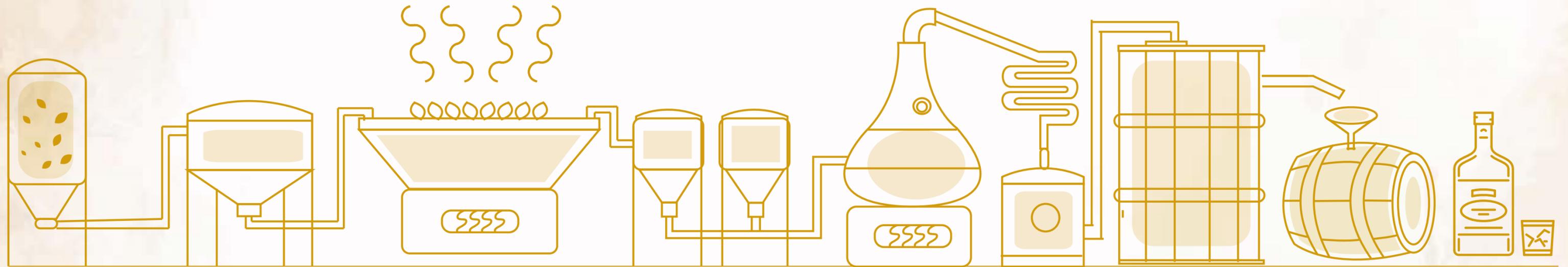
SINGLE GRAIN

BLENDED

PURE MALT



PROCESS



PREPARATION

CAREFULLY SELECTED GRAINS FROM JAPAN ARE GROUND AND COOKED. BARLEY IS MALTED, A PROCESS OF SOAKING THE BARLEY AND SPREADING IT FOR ABOUT THREE WEEK, ALLOWING IT TO SPROUT, AND DRYING AND HEATING IT.

MASHING

THE COOKED SELECTED GRAIN AND MALTED BARLEY ARE ADDED TO HOT MOUNTAIN SPRING WATER FROM LIYAMA NAGANO, WHICH CONVERTS INTO A LIQUID KNOWN AS MASH.

FERMENTING

HIGHER ALTITUDE, ALLOWS A LOWER FERMENTATION TEMPERATURE OF THE BARLEY, ACHIEVING GREATER EXTRACTION OF AROMAS. THE MASH IS ADDED TO A FERMENTATION TANK, ALONG WITH YEAST. THE YEAST CONVERTS THE SUGAR TO ALCOHOL. AFTER THREE OR FOUR DAYS, THE RESULTING LIQUID IS ABOUT 10% ALCOHOLIC.

DISTILLING

THE WASH IS HEATED TO THE POINT WHERE THE ALCOHOL TURNS TO VAPOR, BUT THE WATER REMAINS LIQUID. THE ALCOHOL IS THEN COLLECTED IN A SECOND CONTAINER. THIS PROCESS IS REPEATED TO PRODUCE HIGH WINE.

AGING

MOUNTAIN SPRING WATER IS ADDED TO THE HIGH WINE, WHICH IS AGED IN WOODEN BARRELS, MADE FROM CHARRED WHITE OAK.

BOTTLING

THE RESULTING WHISKEY IS STORED IN GLASS BOTTLES, WHICH DO NOT REACT WITH THE WHISKEY'S FLAVOR.



● ALCOHOL CONTENT: 40 %

TASTING NOTES



COLOR APPEARANCE

RESPLENDENT GOLDEN-AMBER



NOSE

NOTES OF FLOWERS AND FRESH FRUITS, SPICES AND LIGHT NOTES OF CASK.



PALATE

FRUITY AND FULL-BODIED, FEATURING WINTER SPICE FLAVOURS COMBINED WITH LIGHT HINTS OF CARAMEL AND VANILLA.



FINISH

HINTS OF SPICES AND OAK.



● ALCOHOL CONTENT: 43 %

TASTING NOTES



COLOR APPEARANCE

GOLDEN STRAW.



NOSE

WARM MIXED NUTS AND RAISIN.



PALATE

VANILLA UP FRONT WITH ALMONDS AND A YOUTHFUL SPICE.



FINISH

LONG AND TANGY.



● ALCOHOL CONTENT: 43 %

TASTING NOTES



COLOR APPEARANCE

TRANSLUCENT AMBER WITH GOLDEN UNDERTONES.



NOSE

VANILLA AROMA WITH A DELICATE NUTTY ASPECT, INFUSED WITH TOFFEE AND A HINT OF HONEY.



PALATE

NOTES OF HONEYED TROPICAL FRUITS AND VANILLA WITH A DELICATE ORANGE - BLOSSOM INFUSION.



FINISH

LIGHTLY SPICED CHOCOLATE

FOOD PAIRING



SINGLE GRAIN

A SPAGHETTI MARINARA IS A GREAT PAIRING. IT MIGHT SEEM LIKE THE WHISKY WOULD KILL THE DISH'S FLAVOUR, BUT IT IS THE PERFECT COMBINATION.



BLENDED

SEAFOOD AND SALTY FLAVOURS GO GREAT WITH THIS WHISKY. WE LOVE TO PAIR IT WITH A TUNA TATAKI.



PURE MALT

WITH THIS FULL-BODIED WHISKY A MEAT DISH WITH A SPICY TOUCH WILL BEG YOU TO KEEP DRINKING.

OUR MARKET



**NOBUSHI
BLENDED WHISKY
70CL**

**SADASHI MIZUNARA
BLENDED
70CL**



**NIKKA DAYS
BLENDED
70CL**



**SUNTORY
TOKI
70CL**



**FUJIMI, THE 7 VIRTUES
OF THE SAMURAI
70CL**



**TOGOUCHI
KIWAMI
70CL**



**YAMAZAKURA
BLENDED
70CL**



OUR MARKET



**NOBUSHI
SINGLE GRAIN
70CL**



**THE CHITA
SINGLE GRAIN
70CL**



**NIKKA
COFFEY GRAIN
70CL**

OUR MARKET



**NOBUSHI
PURE MALT**
70CL

**MARS
MALTAGE COSMO**
70CL



**KURAYOSHI
PURE MALT**
70CL



**AZABU
PURE MALT**
70CL



**THE SHINOBU, OAK
PURE MALT WHISKY**
70CL



**TOGOUCHI
PURE MALT**
70CL



**NIKKA, TAKETSURU
PURE MALT WHISKEY**
70CL





BRAND POSITIONING

THE NOBUSHI “THE SPIRIT OF HONOR” IS BASED ON LEADING AND VENERATING A DISCIPLINED LIFE BASED ON VALUES, THE ABSENCE OF FEAR, AND A DEEP RESPECT FOR ONESELF, OTHERS AND ONE’S SURROUNDINGS. THESE EMBLEMATIC TRADITION MANAGED TO PROMULGATE THEIR PHILOSOPHY WITH HONOUR AND EVEN TO INFLUENCE MODERNITY LONG AFTER THE END OF THEIR ERA.

GLOBAL MEN AND WOMEN

FROM 28 TO 40 YEARS OLD

THEY HAVE A PROFESSIONAL DEGREE OR MAYOR, THEY ARE ENTREPRENEURS AND FOCUS ON HARD WORK.

SELF – DIRECTEDS

INDEPENDENCE IS A HIGH VALUE FOR THEM AND AN IMPORTANT GOAL IN LIFE.

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A PROGRESSIVE AND GLOBAL WAY OF THINKING GUIDES THEIR LIFESTYLE. THEY SEARCH FOR NEW EXPERIENCES AND ADVENTURES TO BRING FULFILLMENT TO THEIR LIVES. IN DOING SO THEY SEEK EVENTS, PLACES AND GOODS (CLOTHES, PARTIES, TRIPS, SPORTS AND MUSIC) TO ACHIEVE THAT JOY. ACTIVELY HANGING OUT WITH FRIENDS IS ALSO A VERY IMPORTANT PART OF THEIR LIVES.



“HONOR MAY
NOT WIN
POWER, BUT IT
WINS RESPECT.
AND RESPECT
EARNS POWER.”



BRANDING & COMMUNICATION



@NOBUSHIJAPANESEWHISKY



COMMUNICATION BTL





POS

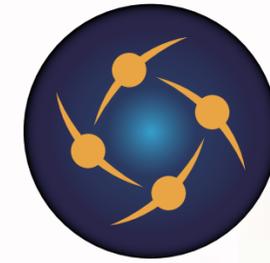


ICE MAKER



JIGGER

野矢
NOBUSHI
JAPANESE WHISKY



FRATERNITY
SPIRITS