

K

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N S E I



Y U

SINGLE GRAIN WHISKY
NON-CHILL FILTERED



KENSEI YU



BRAND HISTORY

During Japan's feudal era, Samurai warriors who achieved complete mastery of swordsmanship were awarded the honorary title of KENSEI, or "sword saint." Such was their command over the craft that only one Kensei could exist at a time, having reached the peak of perfection.

The Kensei were living incarnations of Bushido, or the "way of the warriors" within the Samurai traditions. In addition to their martial prowess, they were meticulous craftsmen with an intimate understanding of their trade.

Kensei warriors dedicated their lives to achieving a singular level of perfection that only few could dream of.

THIS PHILOSOPHY IS CENTRAL TO HOW WE CAME TO CREATE THIS MASTERFUL WHISKY.

KENSEI =
Swordsman

勇

-YU-
"BRAVE"





KENSEI YU



BRAND POSITIONING:

The Kensei-Yu whisky was created with the intention to honour the Samurai “way” and its values of wisdom, serenity, and mastery of the arts. The physical lifestyle of the Samurai was tempered by their dedication to achieving spiritual balance and a careful examination of their practice.

By funneling the best talent and carefully controlling the whisky production process, the Kensei Yu whisky has achieved an authentic and elegant distinction.

ITS REFINED FLAVOUR REFLECTS A METHODOLOGY INFORMED BY YEARS OF TRADITIONAL PHILOSOPHY AND AN APPRECIATION FOR THE CONTINUED BETTERMENT OF OUR CRAFT.





KENSEI YU

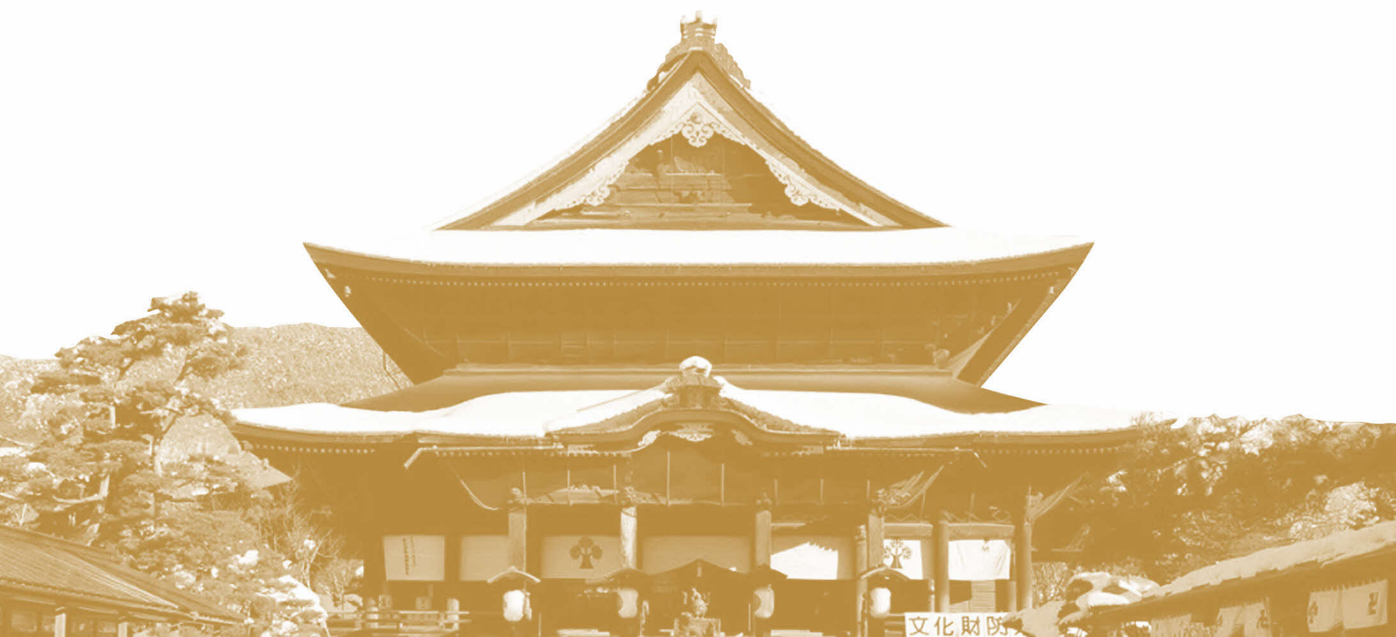
KIYOKAWA CO, LTD.

Kiyokawa is located in the northern portion of the Nagano Prefecture. Our distillery sits on the edge of a small village, fed by snowmelt and fertile land.

The area is known for its severe winters and hot continental summers, an exceptional condition for our barrelhouse. The nearby mountains provide a source of fresh and clear spring water that is an essential part of our product.

Nowadays, KIYOKAWA CO., LTD is an artisanal blender specializing in small batch whiskeys, and our rare stock can be found throughout Japan.

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 WHISKEYS, WITH ALL ITS WONDERFUL CHARACTER AND FLAVOUR.



KENSEI
YU

JAPANESE SINGLE GRAIN WHISKY

The flavours of this whisky honours its small distillery's tradition of simple craftsmanship. The hand-picked grain matures in first fill bourbon barrels and is brought to life with clear mountain water. It ages with the seasons of the countryside, keeping time with the changes of the land.

TASTING NOTES:

Appearance: Translucent amber with golden undertones.

Nose: Vanilla aroma with a delicate nutty aspect, infused with toffee and a hint of honey.

Taste: Notes of honeyed tropical fruits and vanilla with a delicate orange-blossom infusion.

Finish: Lightly spiced chocolate with orange zest. ABC: 42%

Available Presentations: 700 ml / 750ml



KENSEI
YU



DISTRIBUTED BY FRATERNITY SPIRITS

We were born to serve, project and capitalize on the latent need for premium mexican products with great potencial in the International market, and now, from other regions too in accordance with gobal trends within specific niche markets, with the aim of rewarding "quality, effort, talent and authenticity",

EXPORTING OUR PRODUCTS WORLDWIDE TO ASIA, AUSTRALIA, EUROPE, THE CENTRAL CARIBBEAN, SOUTH, CENTRAL AND NORTH AMERICA.

OUR KEYS TO SUCCESS

Telling stories about our culture, iconic characters, heritage and genuine Mexican character while strengthening the artisanal identity of our brands.

Honoring historical locations associated with Mexico's heritage and with our associated international brands.

Quality and flavor.

Special and unique designs on our bottles.

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