

Beam Suntory innovates with new travel retail exclusive Japanese grain whisky

By **Mary Jane Pittilla** on May, 12 2016 | Spirits & Tobacco



Beam Suntory Global Travel Retail (GTR) is set to launch its new Japanese Single Grain Whisky, The Chita, exclusively in Asia Pacific and European travel retail and in limited quantities in Americas travel retail in July 2016.

“The Chita demonstrates Beam Suntory GTR’s continued dedication to innovation in the Japanese whisky category and respect for the traditional values of The House of Suntory Whisky, offering Japanese whisky fans a versatile spirit with a smooth and floral taste profile,” the company said. Retailing at US\$55 for 70cl, The Chita will be presented in an elegant indigo blue gift box.

Suntory Whisky’s Master Blenders have created a different and distinctive, light-bodied spirit, using

diverse unblended whisky distilling techniques at the distillery in Aichi Prefecture of Japan. The Chita is made as Dashi, a Japanese broth used across Suntory Whisky's award-winning range to enhance the balance and harmony of the blend, resulting in a gentle and sophisticated finish. Previously only available in Japan, due to increased demand it will be available to purchase in Asia Pacific, European and Americas travel retail.

Michael Cockram, Global Marketing Director, Travel Retail at Beam Suntory, said: "The Chita is a perfectly balanced Japanese whisky that reflects the artistry and diversity of The House of Suntory Whisky. With our rich history of innovation and award-winning Japanese releases, Global Travel Retail will continue to be a priority platform to showcase innovative new products from the Beam Suntory portfolio to the rest of the world."

A bright gold whisky with notes of cardamom, acacia honey and blossoming rose, The Chita is mild and smooth on the palate with a clean finish offering subtle bittersweet hints of spiced oak.

Best enjoyed in a traditional Japanese highball with soda, The Chita will add a deep honeyed flavour to the signature serve.