



NIKKA WHISKY

June 2015

Dear Customers,

Announcement of Delisting Products

We Asahi Breweries, Ltd., the parent company of The Nikka Whisky Distilling Co., Ltd, would like to inform you that we have decided to delist the SKUs listed below.

Following the Japanese whisky boom in foreign markets and due to the growing popularity in the domestic market, the sales of Nikka are growing very fast and the stock levels of Yoichi and Miyagikyo malt whiskies are becoming very low. With the current depletion, Yoichi and Miyagikyo malt whiskies, which are the base of most of our products, will be exhausted in the future and we will be unable to continue the business. Although we are now distilling spirits at full capacity, a long maturation period will be required until the spirits can be sold. After careful consideration from a long-term viewpoint, we have decided to delist the following SKUs immediately.

This action is being taken in all markets including Japan.

Products to be delisted from all markets	Products currently sold in USA
Single Malt Yoichi (no age statement)	
Single Malt Yoichi 10 years old	
Single Malt Yoichi 12 years old	
Single Malt Yoichi 15 years old	○
Single Malt Yoichi 20 years old	
Single Malt Miyagikyo (no age statement)	
Single Malt Miyagikyo 10 years old	
Single Malt Miyagikyo 12 years old	○
Single Malt Miyagikyo 15 years old	
Nikka Pure Malt White	
Tsuru 17 years old Ceramic bottle	
Tsuru 17 years old Glass decanter	
G & G White	
Black Nikka 8 years old	
Malt Club	

We will continue to supply the remaining Nikka Whisky SKUs.

Asahi

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As for Single Malt Yoichi and Miyagikyo, new expressions (no age statement) will be launched in Japan in September 2015. These new expressions will be different liquid and pricing from the current ones to be delisted. We are planning to launch them in foreign markets in early 2016. Further details will be announced later.

We sincerely apologize for this inconvenience and appreciate your kind understanding.

Sincerely yours,



Emiko KAJI

Nikka Whisky International Sales & Marketing Manager

Asahi Breweries, Ltd.