

Sunday's SPIRITS

AN AUTHENTIC JAPANESE WHISKY, BLENDED AND BOTTLED IN KORIYAMA (JAPAN) THAT EXPANDS THE UNIVERSE OF WHISKY LOVERS AND JAPANOPHILES

THE TEAM

The Sunday's team is a tight-knit crew. Their friendship and bonds run deep, like family. Matt, Elliot, Lindsay and Suchit have complementary skills and experiences. Matt, Lindsay and Elliot are highly-coveted restaurateurs and tastemakers. Suchit has 15 years of experience building, advising and investing in iconic brands across the consumer/retail landscape. Together, they sought to create a whisky they wanted to use behind the bar and at home – a whisky that is thoughtfully crafted, but easy to drink and fun to share with friends and loved ones.

Lindsay and Matt created Yardbird Hong Kong, which The New York Times wrote about in "Where the World's Chefs Want to Eat." Elliot was their first team member as Beverage Director. Nine years in, it remains ground-breaking, having pioneered a new style of casual fine dining in the city and cultivating a community of loyal customers and team members alike.

THE DISTILLERY

Sunday's Whisky pays homage to the tradition, craft and patience of Japan's distilleries.

Sunday's selected Sasanokawa Shuzo, located at Koriyama in Fukushima prefecture, as the best partner for producing their whisky. 10th-generation owner Kyoji Yamaguchi and his distillery have an unparalleled, unique role in the history of Japanese Whisky. Sasanokawa has been in business since 1765 (255 years, pre-dating Suntory!).

The soft and beautiful Koriyama water is not only prized for its role in whisky production but sake as well. Sake produced in this region is among the most award-winning and sought-after in the world.

THE WHISKY

Sunday's Whisky is made from Malt and Grain spirits selected from around the world, including Japan. The spirits are barrel-aged for an average of six years before blending and bottling.

Sunday's Whisky is predominantly matured in ex-bourbon casks, but also has inflections of whisky aged in port and sherry casks – these casks are used like salt and pepper to finish the whisky. Koriyama's diurnal temperature shifts allow the casks to expand and contract, enhancing the aging process. The whisky is blended before adding the pristine, alkaline water from the nearby Koriyama springs. The result is a round, mellow whisky that is perfect on the rocks and provides a great foundation for building cocktails.

Sunday's Whisky is hand-crafted in small batches. It is meant to be enjoyed on its own, in a highball or in a variety of cocktails. Its versatility makes it a friendly product to both bartenders and consumers who like drinking their whisky straight or in cocktails.

TASTING NOTES

Nose: sugar snap pea, digestive cookie, yuzu zest

Palate: chocolate chip ice cream, fresh mint, Eggo waffle

Finish: Cronut, pink peppercorn, cinnamon bark

ALC: 40% | SIZE: 6 / 750ml | SRP: \$70 | UPC: 835603007114



Sunday's
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THAN OTHERS™

IMPORTED BY  VINE CONNECTIONS