

PRESS RELEASE  
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# **Japanese artisan gin KI NO BI unveils exclusive collection wrapped in intricately patterned 'kimono' silk**

Pernod Ricard-owned ultra-premium Japanese gin KI NO BI delves into Kyoto's rich history for a limited-edition set inspired by a classic work of Japanese literature and embraces a handmade kimono-making technique dating back to the 5th century.

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Pernod Ricard-owned ultra-premium Japanese gin KI NO BI announces the release of the Kyoto Legacy Collection 2024 – a limited-edition five-bottle box set, inspired by Japan's oldest novel, with bottles wrapped in authentic silk textiles made by a kimono master craftsman.

The annual Kyoto Legacy Collection exudes the heritage and craftsmanship of Japan's Kyoto region where the KI NO BI distillery is based. For its 2024 collection, KI NO BI has taken inspiration from a masterpiece of Japanese literature, *The Tale of Genji*; an epic story of aristocratic life in Japan in the 11th century. Written by lady-in-waiting Murasaki Shikibu over 1,000 years ago, it's a beautifully crafted story of love, betrayal and death at the Imperial Court in Japan's ancient capital Kyoto.

Featuring five of KI NO BI's most beloved products – four gins and one liqueur,<sup>1</sup> – each of the collection's textile-wrapped bottles represents one of the novel's female characters, with colours borrowed from the four seasons. From the passionate Princess Aoi to the cute but devilish Yugao, the characters' personality traits are intricately woven into the patterns of the obi-kimono-belt-sized silk textiles that envelop each bottle. The textiles are made by Kanoko, one of the most renowned and oldest kimono makers, founded in 1889 in the Nishijin area of Kyoto – an area famed for its skilled craftsmanship and unique dyeing technique that dates back to the 5<sup>th</sup> century. Just like in the past, all of the designs were hand-drawn by an artist and woven into silk using a handloom.

The five-bottle set is packaged in an elegant Kiribako box, handmade from paulownia wood, in a style that has been used in Japan for many centuries to protect valuable items. The pattern on the box's lid is taken from a hangi woodblock design from Kira Karacho, the oldest karakami atelier in Japan, with roots dating back to 1624.

*Jun Tomita, Design Director Kanoko, says: "We aimed to keep the design minimal, while decorating the bottle with one of the most intricate obi (kimono sashes) in Japan, maintaining its actual size. For the design, we created five new abstract patterns inspired by the heroines of The Tale of Genji. The obi cords, intentionally designed to be feminine, are hand-braided and adorned with tassels to evoke Miyabi, the elegant beauty of Kyoto."*

*Daisuke Kano, President of Kanoko, says: "The obi begins with the process of dyeing each silk thread and is then handwoven by skilled Nishijin artisans. We carefully adjusted the colours of these designs to match the flavours of each craft gin through multiple iterations."*

Adrien Timpano, Head of Marketing at KI NO BI, says: "Our founders only ever considered opening a distillery in Kyoto because of its proud history and skilled craftsmanship. The KI NO BI Kyoto Legacy Collection is an opportunity for us to pay homage to its rich cultural heritage and tradition. Whether you are looking to explore the subtle nuances of ultra-premium artisan gin or looking to savour a bottled piece of Japanese history, this exclusive five-bottle set offers something special for everyone."

Every one of 125 sets of The Kyoto Legacy Collection 2024 is uniquely numbered and goes on sale on during November 2024, priced at €1,500.

The Kyoto Distillery was founded in 2015 and a year later it launched its first spirit – KI NO BI Kyoto Dry Gin; a small-batch, artisanal gin made with the obsessive attention to detail, care and precision associated with the finest Japanese craftsmanship. It's made from a high-quality rice spirit and uses botanicals from Kyoto such as yuzu, lemon, sansho pepper, ginger and gyokuro tea sourced at the peak of the season from local producers. The name KI NO BI translates to 'The Beauty of the Seasons' in Japanese.

### **Notes for editors**

1. The five drinks in the collection are: KI NO BI Dry, KI NO TEA, KI NO SEI, KI NO TOU, KI NO BAI

For more information, assets or interview requests, please contact:

### **About The Kyoto Distillery**

The Kyoto Distillery was founded in 2015 in Japan's ancient capital from which it draws its name. Soon after, they released KI NO BI Kyoto Dry Gin. KI NO BI, which translates as 'the beauty of the seasons', is a recognisably dry gin that masters the age-old art of blending. Created in Japan with Japanese botanicals such as yellow yuzu, Akamatsu wood chips, bamboo, gyokuro tea and green sanshō berries, it uses a rice spirit base and pure groundwater sourced from the famous sake-brewing district of Fushimi. Each of its six botanical elements (base, citrus, tea, herbal, spice and fruity & floral) are distilled separately before being blended to create an aromatic with a refreshing taste and a gentle kick of warm, ginger spice. Launched in 2016, KI NO BI is enjoyed worldwide and has won awards from prestigious international spirits competitions, including IWSC International Gin Producer of the Year.

### **About The Absolut Group**

The Absolut Group holds global responsibility for the production, packaging development, innovation and strategic marketing of an extensive range of premium spirits brands. They include the iconic Absolut Vodka, Beefeater, Malibu, and Kahlua, along with a selection of agave spirits, including Altos tequila and craft gins such as Monkey 47. Its long-term commitment to sustainability and responsible drinking extends to consumers, society, the environment and our teams. Headquartered in Stockholm, Sweden, The Absolut Group is part of Pernod Ricard, a worldwide leader in the spirits and wine industries.

### **About Pernod Ricard**

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes Absolut vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur and Mumm and Perrier-Jouët champagnes. Our mission is to ensure the long-term growth of our brands with full respect for people and the environment while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality. Pernod Ricard's consolidated sales amounted to €12,137 million in fiscal year FY23. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

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