

# LEGENT®

## TWO TRUE LEGENDS. ONE TRULY UNIQUE BOURBON.



Legent® is an unprecedented collaboration between two whiskey legends – Fred Noe, from the founding family of bourbon and Jim Beam’s seventh-generation Master Distiller, and Shinji Fukuyo, from the founding house of Japanese whisky and Suntory’s fifth-ever Chief Blender.

For Fred and Shinji, Legent® was an opportunity to bring together two distinct whiskey traditions, share generations of knowledge and learn from one another. Collaborating on Legent allowed them to take what you expect from an American classic like Kentucky bourbon and open it to a world of Japanese artistry and craftsmanship.

Leaning into the heritage of Kentucky bourbon-making and Japanese whisky-blending techniques, Legent brings the best of two whiskey worlds together. But landing on the final recipe for Legent took Fred and Shinji years of sitting, talking, tasting and meticulous decision-making.

The result is an entirely new way to create bourbon that transcends the broader whiskey category. It’s a bourbon with a flavor profile unlike anything else, one that stands out in a cocktail or can be easily enjoyed neat or on the rocks. Legent truly is a bourbon as unique as the two whiskey legends who made it.

A BOLD KENTUCKY BOURBON  
BY MASTER DISTILLER

*Fred Noe*



BLENDED & REFINED  
BY CHIEF BLENDER

*Shinji Fukuyo*

# CLASSIC KENTUCKY BOURBON

## REDEFINED BY THE ART OF JAPANESE BLENDING

Together Fred and Shinji have created a bourbon that is the perfect example of both craftsmanship and expertise – Fred’s from grain to barrel and Shinji’s from barrel to bottle.

### OUR STORY STARTS WITH KENTUCKY STRAIGHT BOURBON.



Legent® begins with a historic bourbon recipe from Fred Noe’s family. Every drop is crafted with high-quality grains and calcium-rich, iron-free, limestone water and is aged for at least four years in newly charred white oak barrels.



### THEN SOME OF OUR BOURBON IS AGED IN SHERRY & RED-WINE CASKS.

It’s here that Legent® begins to pick up unique flavors from the different casks. Layers of spice and fruity undertones are imparted from the sherry casks, while the red-wine casks lend Legent a light tartness and help punch up the dried fruit flavors.



### BLENDING CREATES COMPLEX LAYERS.

Shinji Fukuyo takes these distinct, secondary-finished bourbons and meticulously blends them with Kentucky straight bourbon. Blending allows Shinji to balance the different flavors to consistently hit the flavor profile he and Fred originally envisioned.



### A BOURBON LIKE NO OTHER.

Legent is a bourbon that transcends the broader whiskey category. It’s a perfectly balanced and rounded bourbon that’s also complex and layered. On your palate, it starts like a bourbon – rich, warm and oaky. Then, like a Japanese whisky, it features complex layers and a bright, smooth, unexpectedly long finish.

### TASTING NOTES:

**COLOR:** Golden hue with reddish-brown undertones.

**TASTE:** Soft balance of oak, dried fruits of raisin and date, and spice. Sweet with light acidity. Good sippability.

**AROMA:** Balance of mature cooperage notes with spice.

**FINISH:** Pleasant viscosity from the whiskey and wine-cask and sherry-cask finish. Product has better legs on the glass than typical premium bourbons.





# LEGENT®

## DRINK STRATEGY



Because Legent® is blended, its unique layers of rounded, complex flavors make it perfect for enjoying neat or on the rocks. Neat, you'll notice distinctive flavors cross your palate in waves unlike any bourbon you've ever tasted. On the rocks, the ice opens up layers of flavors and aromas that are unique to this new style of bourbon.

## COCKTAIL USAGE

When serving Legent in a cocktail, consider the Legent New Fashioned – a creative expression of the classic, American Old Fashioned cocktail with a Japanese twist.

## PRODUCT DETAILS

<b>PROOF:</b> 94 (47% ABV)	<b>SUGGESTED PRICE:</b> \$40	<b>AVAILABLE SIZES:</b> 750 ml	<b>UPC:</b> 080686024019	<b>SCC:</b> 10080686024054
-------------------------------	---------------------------------	--------------------------------	-----------------------------	-------------------------------

## KEY SELLING POINTS

Legent® is no doubt a bourbon at heart, but blending different liquid streams together allows for a taste profile that extends beyond the boundaries of the category. Consumers are looking for these new flavors when expanding their horizons. Legent is growing +61.7% in the last thirteen weeks, double the growth rate vs. the Ultra Premium American Whiskey category.<sup>1</sup>

## RECENT AWARDS



**GOLD**  
San Francisco  
World Spirits  
Competition



**GOLD**  
Sip Awards



**MASTER**  
The American  
Whiskey Masters

## SUGGESTED SHELF GUIDELINES

Legent should be merchandised among all other high-end discovery bourbon brands, including Angel's Envy.®

