

KONNICHIWA TO JAPANESE SAKE BRAND JORAKU!

Red Bull Racing is pleased to announce that the Japanese Premium Sake brand Joraku has become an official Team Supplier.

As a result of the multi-year agreement, the Joraku brand will feature in all Red Bull Racing's Partner listing areas throughout the 2012 season and beyond, as well as being available in Red Bull Racing's hospitality areas.

Based in Japan, Joraku is owned by Hanshin Shuhan, a large food and beverage group that operates as an alcoholic beverage wholesaler. Hanshin hopes to use Formula One and Red Bull Racing's success as an international platform to promote its successful Japanese sake and raise global awareness of its heritage and great taste. It's the first Japanese sake producer to become an official Team Supplier.

Christian Horner commented: "We are very pleased to welcome Hanshin Shuhan to the Team. A line-up of its premium sake, which is symbolic of Japanese history and tradition, will be served in Red Bull's Energy Station throughout the season. We are very proud to be its partner and to help introduce the high quality product to an international audience."

Mr Shusaku Higaki, CEO Hanshin Shuhan, commented: "We are very proud to become an official Team Supplier of Red Bull Racing, the double Formula One World Champions in 2010 and 2011. We believe that Red Bull Racing and Hanshin Shuhan have common values in terms of entrepreneurship and commitment to improvement. With both companies inspiring one another this partnership will be a great opportunity for the global recognition of JORAKU."

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For editors

Hanshin Shuhan, Inc. is an integrated food and beverage company which builds unique supply chains by integrating supply processes from product development to end sales. Hanshin Shuhan Group consists of Japanese "sake" and "shochu" producing, wholesaling, B2C and B2B e-commerce, home- and office-delivery retailing, store retailing and restaurant businesses with 460 pubs.

JORAKU is the premium rice "shochu" (Japanese traditional spirits) brand, which Joraku Distillery has been producing for more than 100 years in the Kuma area, Kyushu, Japan. "Shochu", which is traditionally produced in the Kuma area, is called "Kuma Shochu". It is approved as a Geographical Indication (GI) by the World Trade Organization, together with Scotch whiskey, Bordeaux wine and Cognac brandy.



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