JOHNNIE WALKER® BLUE LABEL™ Limited Edition Collection Designed By Alfred Dunhill

Tuesday 11 March, 2014

JOHNNIE WALKER® BLUE LABEL™ - the height of our blending expertise from the world's foremost whisky artisans - is blended from rare casks of whiskies from the four corners of Scotland. Only sublime, rare whiskies are used in the blending of JOHNNIE WALKER® BLUE LABEL™, with only 1 in 10,000 casks containing whisky of sufficient character to deliver its remarkably smooth signature taste.

JOHNNIE WALKER® BLUE LABEL™ is a Scotch Whisky born of the art of our Master Blender.

Inspired by the pioneering spirit of JOHNNIE WALKER®, together with Alfred Dunhill's love for travel, two purveyors of British luxury have come together to celebrate shared journeys and achievements.

The Limited Edition Johnnie Walker® Blue Label™ Giftpack features a limited edition bottle with its interior evoking the contours of a map, bringing the two iconic brands' shared journey to life. The bottle's exterior seamlessly marries the JOHNNIE WALKER® BLUE LABEL™ signature blue colour packaging with Dunhill's signature 'Chassis' design and gunmetal finish made famous in their leather goods.

RRP £182.00 (70cl) from stockists including www.harrods.com, www.selfridges.com, www.harveynichols.com

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NOTES TO EDITORS

About JOHNNIE WALKER® BLUE LABEL™
JOHNNIE WALKER BLUE LABEL is one of the pinnacle offerings from JOHNNIE WALKER.

Only sublime, rare whiskies at the pinnacle of perfection are used in the blending of JOHNNIE WALKER BLUE LABEL, with only 1 in 10,000 casks containing whisky of sufficient character to deliver its remarkably smooth signature taste. Each is hand selected by the JOHNNIE WALKER Master Blender himself, part of an unbroken lineage of Master Blenders stretching back over 190 years - it is the ultimate expression of whisky making today and an remarkable achievement for the modern era.

Presented in individually numbered bottles, it is reminiscent of the 19th century style of whiskies. The Master Blender uses his decades of experience to select some of the rarest casks from the JOHNNIE WALKER reserves for their quality, character and flavour to create the powerful, complex, smooth character of BLUE LABEL.

BLUE LABEL has a mellow, rounded nose, with a dry smokiness (a JOHNNIE WALKER signature flavour) mixing with raisin sweetness. It is best savoured with the palate cleansed and cooled by iced water. One sip reveals a velvety mouth-feel, then an explosion of flavour. At once you'll discover hazelnuts, honey, rose petals, sherry and oranges. Subsequent sips reward you with more hidden secrets like kumquats, wispy aromatic smoke, sandalwood, tobacco, and dark chocolate.

About DIAGEO
DIAGEO is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, beer and wine categories. These brands include Johnnie Walker, Crown Royal, J?B, Buchanan's, Windsor and Bushmills whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Tanqueray and Guinness.

DIAGEO is a global company, with its products sold in more than 180 countries around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about DIAGEO, its people, brands, and performance, visit www.diageo.com. For DIAGEO's global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit www.DRINKiQ.com.

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