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Johnnie Walker



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BLUE LABEL™

RARE AND EXCLUSIVE



EXCLUSIVE RARITY

Johnnie Walker Blue Label is the pinnacle whisky of the Striding Man Society® – it is the epitome of blending. Created to reflect the style of whiskies in the early 19th century, it's created using some of our rarest casks from the Johnnie Walker stocks, the largest in the world.

The casks are hand-selected and set aside for their exceptional quality, character and flavor. The character of Blue Label is truly unique; it is complex, powerful, incredibly smooth and retains the Johnnie Walker signature smokiness.

King George V from Blue Label was created to celebrate the Royal Warrant given to the Walker family in 1934 to mark their exceptional quality. This blend includes Port Ellen™, a highly prized malt whose distillery no longer exists.

The John Walker is the most recent addition, created as a tribute to our founder. Hand-crafted in single barrel batches of only 330 bottles, it's an exceptionally rare blend of 9 whiskies, including those from Glen Albyn™ and Cambus™ distilleries. It's presented in a unique, individually numbered Baccarat crystal decanter – handblown, polished and engraved by one of only three Master Craftsmen in the world.

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LUXURIOUSLY SMOOTH

Johnnie Walker Blue Label sets the standard, with layers and layers of flavor from hand-selected, rare casks from across the distilling regions of Scotland. Its flavors are influenced by the smoke of the west and the rich, sweet whiskies of the east.

King George V has more restraint and sophistication. The smoke is supplied from the unique, closed distillery of Port Ellen™ and is powerful, slow and resonant. It's a slower whisky to evolve but has enormous depth.

The John Walker edition takes the learning and knowledge behind the idea of hand selection, and the rarity and elegance of small stocks from some closed distilleries. The layers of taste evolve and resonate with an elegant smoky finish.

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EXCEPTIONAL CASKS

Johnnie Walker Blue Label was created by the Master Distiller, Jim Beveridge, who continues the tradition of unparalleled commitment to creating the world's greatest whiskies. With access to the most valuable and precious whisky stocks, he creates this rare blend using only the most exceptional of young and old whiskies.

The JOHNNIE WALKER Master Blender draws from the largest reserves of whisky in the world; a heritage that can be traced back 200 years. From the largest selection of casks in the world, the whiskies used for Johnnie Walker Blue Label are literally hand selected and nurtured.

No other whisky house comes close to the spectrum of flavor that forms the basis of the extraordinary character of Johnnie Walker Blue Label.

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DIVERSE RESERVES

The whiskies that make Blue Label are especially selected for their individuality from some of our rarest stocks. Maturing in oak means that there will always be the exceptional, the unusual and the rare, and these are the whiskies that are used for Blue Label.

The Master Blenders at Johnnie Walker have always possessed legendary sensory skills. To produce Blue Label requires not only the skill to sense an aroma in parts per million, but to then weave these together, creating layer upon layer of taste and

flavor.

Their role in creating Blue Label is to guide the unbroken line of maturing stock until it's ready for selection. Jim Beveridge, the Johnnie Walker Master Blender says: "I think of blending as being like the process of writing. Is the final book just a series of words, a lot of facts and information, or has it been put together with care and attention so that the end result will relate to the person who reads it? If it does, then that, you could argue, is magic blending, like writing, like any creative process, is much more involved in the world of ideas, with trying to connect with the whisky drinker. I like to think that we have made that connection with our whiskies."

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SERVING

The signature serve represents the best way to fully appreciate the extraordinary taste of Johnnie Walker Blue Label. It's a slow, intense, rich, deep and multilayered experience. Start by serving Blue Label neat in a tumbler, nosing the whisky carefully.

The powerful aromas from the west coast are balanced with hints of sweetness and depth. Take a sip of iced water before your first sip of whisky to make sure the palate is cooled and refreshed. Your first taste will reveal an explosion of flavor on the tongue, which then resonates throughout your palate.

The layers of flavor develop and unfold and the finish continues with more and more flavors developing. Then there's a rich and uniquely long and satisfying finish of smoke and pepper, ending with a glorious touch of spice.

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