

COMMERCE

Johnnie Walker touts accomplishments for limited bottle release

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Johnnie Walker The Commemorative 1920 Edition

By STAFF REPORTS

Scotch whisky distiller Johnnie Walker is paying homage to a journey that brought its spirits from the four corners of Scotland to 120 countries around the world.

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Distributed by its growing network of luxury Scotch whisky embassies, Johnnie Walker House, the Johnnie Walker The Commemorative 1920 Edition bottle was released on Jan. 27. This particular bottle is the fifth release in the whisky-maker's Epic Dates Collection by Johnnie Walker series, likely giving enthusiasts of the brand more cause to purchase.

Cheers to a milestone

For the Epic Dates Collection, Johnnie Walker has selected milestone years from the brand's heritage. The fifth bottle in the series is a celebration of Johnnie Walker's 100th anniversary since its start in a grocer's shop in Kilmarnock, Scotland in 1920.

In 1920, John Walker's son Alexander worked to make Johnnie Walker one of the world's first international brands.

As a celebration of this time in Johnnie Walker's history, the brand has created 540 bottles of Johnnie Walker The Commemorative 1920 Edition, each numbered and signed by master blender Jim Beveridge.



Johnnie Walker The Commemorative 1920 Edition bottle

For the whisky blend, Mr. Beveridge crafted a modern interpretation of a classic technique used in 1920. The blend is impossible to replicate in the future as Mr. Beveridge included whiskies from "silent" distilleries.

Priced at \$2,834 per bottle, the 1920 Edition whisky will only be sold through Johnnie Walker House embassies. These locations are found in Singapore, Taiwan, Mumbai, Amsterdam, Israel, South Korea and Auckland, New Zealand.

Johnnie Walker plans to expand the network of Johnnie Walker Houses to leading global cities in the Middle East, Latin America and North America ([see story](#)).

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