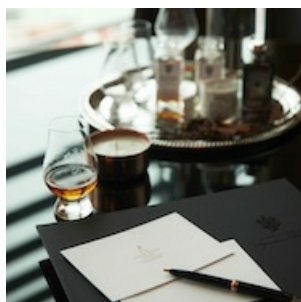


OUT OF HOME

Johnnie Walker gives Singapore-based Scotch lovers unrivaled access

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Johnnie Walker House Singapore

By JEN KING

Scotch whisky-maker Johnnie Walker is expanding its Johnnie Walker House network of lounges with an invite-only location in Singapore.

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As the first-of-its-kind in Southeast Asia, the Johnnie Walker House in Singapore will offer connoisseurs the Diageo-owned spirits' prestige range of rare and collectable scotch whiskies. Johnnie Walker Houses are a network of stand alone and airport boutiques dedicated to the brand's whiskies with an objective of informing consumers about its products in a curated lifestyle setting.

"Singapore is becoming a private wealth capital of the world and the hub for fine spirits in Asia," said Lawrence Law, global director at **Johnnie Walker, Diageo**, Singapore. "We see a rapid growth of interest in rare whisky as a collectible asset, where whisky connoisseurs are now looking to build their own collections and cellars of whisky, especially in Asia and including Singapore.

"The luxury consumers here are also a discerning crowd who mirror the global shift in consumer attitudes and luxury consumption where they seek deeper, meaningful, and personalized interactions and experiences with brands," he said.

"The opening of Johnnie Walker House Singapore is therefore a natural fit for us to bring the best of our portfolio to connoisseurs and elevate the luxury Scotch whisky experience for them."

Singapore and Scotch

Moet Hennessy Diageo Singapore (MHDS) is Diageo's joint venture partner who will continue to sell and distribute only the core/standard Johnnie Walker portfolio to trade channels. SingBev, who is Diageo's distributor partner, will continue to sell and distribute only the Single Malt portfolios to trade channels.

With an established market relationship and an increased appreciation for whisky among Asian consumers, selecting Singapore for the latest Johnnie Walker House opening is a logical progression for the brand. The Scotch brand currently operates standalone or airport Johnnie Walker Houses in Beijing, Shanghai, Chengdu, China, Taipei, Taiwan, Seoul, South Korea, Mumbai, Johannesburg, Auckland, Australia, Dubai, United Arab Emirates and Amsterdam, as well as a digital hub ([see story](#)).

Johnnie Walker House Singapore is located within Diageo's headquarters in the Southeast Asia country, near the mouth of the Singapore River. As a historical trading port, this strategic location leverages Johnnie Walker's heritage as its bottles began passing through the Singapore River for import decades ago.

"With whisky appreciation in Asia significant and growing, there is great opportunity for Diageo," said Apurvi Sheth, managing director emerging Southeast Asia and joint ventures at Diageo, in a statement. "Being the clear leader for Scotch in the world, we are best placed with both variety and capacity to provide world-class luxury Scotch experiences to the market.

"In Asia, there is rapid growth of interest in rare whisky, not only as a collectible asset, but also for investing and gifting," he said. "As consumers become more discerning, they are also actively seeking out access and rare experiences.

"The opening of Johnnie Walker House Singapore ostensibly the hub for fine spirits in South East Asia is a natural next step to bring the best of our luxury Scotch portfolio to the region."



Johnnie Walker House Singapore

Scotch connoisseurs and collectors must be personally invited to gain access to Johnnie Walker House Singapore. Within the Johnnie Walker House, enthusiasts will enjoy the distiller's rarest blended and single malt Scotch whiskies from Diageo's 28 operated and 11 closed malt distilleries.

These include rare blends from the John Walker & Sons Collection as well as the John Walker & Sons Master Blenders Collection, which pay homage to the distiller's master blenders. Also, guests at Johnnie Walker House will have the opportunity to taste limited-edition Special Releases from highly sought-after single malt distilleries of Scotland such as Brora and Port Ellen.

In addition to a wide offering of scotches to enjoy, the experience had at the Singapore location of Johnnie Walker House will be unrivaled due to its proximity to Diageo's headquarters. This will allow Johnnie Walker House Singapore to act as the home for its private client team of Scotch whisky experts.



Johnnie Walker House Singapore

The private client team will provide guests with advice on cellar curation and will provide direct access to Diageo's blending rooms, distilleries and craftsmen, including Dr. Jim Beveridge, the brand's master blender.

Additionally, guests at Johnnie Walker House Singapore will have exclusive access to the brand's services such as

the John Walker & Sons bespoke Signature Blend and the unique Casks of Distinction program.

Making your presence known

Johnnie Walker has spent time cultivating its relationship to its adoptive home in Singapore.

In addition to Diageo's headquarters and the aforementioned standalone and airport boutiques, Johnnie Walker House also operates a retail space at Singapore's Changi Airport. Given the importance of duty free retail for spirits brands, Johnnie Walker has also collaborated with airlines based in Singapore.

Diageo-owned Scotch whisky Johnnie Walker Blue Label elevated its relationship with travel retail through a collaboration with Singapore Airlines.

The distiller's Johnnie Walker House network of high-end whisky lounges has worked with Singapore Airlines to design a limited-edition bottle that takes cues from the airliner's flight attendant uniforms. Travel retail is especially important for spirits brands due to duty-free pieces, and expanding that connection through special-edition bottles may further increase interest from travelers ([see story](#)).

"Asia remains an important region for Johnnie Walker House, just as we see a global market opportunity for world-class Scotch experiences over the next few years, Johnnie Walker House will embark on a growth trajectory to expand into over 60 locations across the world," Mr. Law said.

"Given ever-changing, differentiated consumer needs in each market, we will continuously assess opportunities to innovate and evolve the Johnnie Walker House model to best serve the needs and demands of our consumers," he said.

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