

FOOD AND BEVERAGE

## Johnnie Walker starts “whisky conversation” with Middle Eastern travelers

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*Johnnie Walker Blue Label*

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By STAFF REPORTS

Scotch whisky-maker Johnnie Walker has opened its first permanent Johnnie Walker House in the Middle East.

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Distributed by Diageo Global Travel, Johnnie Walker is expanding the footprint of the Johnnie Walker House network of tasting lounges to include an outpost in the newly renovated Bahrain Duty Free area at the Aer Rianta International airport. The latest retail showcase will help Johnnie Walker expose its scotches to discerning travelers passing through Bahrain’s international airport.

Good libations

Johnnie Walker House Bahrain is a multi-sensory experience designed to educate consumers on the brand’s pioneering spirit. The interactive experience works to display Johnnie Walker’s history and offerings to inspire travelers.

The Johnnie Walker House experience at Bahrain Duty Free is built around the theme of “Whisky Conversations.” The theme is explored through art, design, heritage and culture.

While visiting the standalone store, travelers can enjoy a whisky scent bar, where the many different layers of the brand’s scotches can be appreciated. Also, Johnnie Walker House Bahrain will offer exclusive personalization and gifting opportunities such as custom labeling.



*Johnnie Walker House Bahrain ribbon cutting*

Designed as “part gallery, part museum,” Johnnie Walker House Bahrain will sell a number of limited-editions such as John Walker & Sons Master Blenders Collection and the limited-edition designs of Johnnie Walker House Willow Collection.

“We are delighted to extend our Johnnie Walker House footprint to travelers in Bahrain for the first time,” said Dayalan Nayager, managing director of Diageo Global Travel, in a statement. “The Middle East is a key location for super deluxe scotch whisky and therefore critically important to the Johnnie Walker House global expansion strategy.

“I would like to thank our partners Aer Rianta International and Bahrain International Airport for the collaboration,” he said. “Bahrain International is a key international travel hub, forecasted to welcome 7 million passengers in the 2016 calendar year, with strong passenger growth predicted in the coming years.

“This growth, combined with the escalating demand for luxury spirits in travel retail, offers a prime opportunity for Johnnie Walker to deliver an innovative shopping experience to travelers, as well as giving them access to some of the world’s finest scotch whiskies.”



Johnnie Walker House Bahrain

Johnnie Walker has an immersive presence in Mumbai, Singapore, Amsterdam, Beijing, South Korea’s Incheon Airport, among other destinations.

Recently, Johnnie Walker House opened in the departures lounge of two of Asia’s busiest airports.

Johnnie Walker House is a network of tasting and experiential centers found in duty free zones within busy airports and popular city destinations. The most recent Johnnie Walker Houses, launched by Diageo Global Travel, Johnnie Walker’s distributor, were opened at the Beijing Capital International Airport in China and South Korea’s Incheon International Airport ([see story](#)).

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