

FOOD AND BEVERAGE

Johnnie Walker goes to Westeros with White Walker scotch

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Johnnie Walker's new scotch is Game of Thrones themed. Image credit: Johnnie Walker

By STAFF REPORTS

Scottish whisky distiller Johnnie Walker is teaming up with one of the most popular television series of all time for a new "Game of Thrones"-themed scotch called White Walker.

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Named for the iconic and mysterious creatures from the hit fantasy television show on HBO, the new scotch is aimed at customers who enjoy high-end scotch as well as fans of the show. An accompanying social media campaign will promote the partnership.

"We're excited to be partnering with HBO on White Walker by Johnnie Walker, which will launch this fall," said Johnnie Walker in a statement on Facebook. "Stay tuned for more details in the coming months!"

Winter is coming

Johnnie Walker is one of the most well-known scotch brands in the world.

Now, the brand is partnering with one of the most widely recognized television shows in the world: Game of Thrones.

The fantasy show on HBO is incredibly popular, being nominated for more Emmys than any other primetime scripted television show in history as well as commanding legions of fans across the world.

Game of Thrones' international appeal has made it a global hit. Johnnie Walker is capitalizing on this popularity by releasing a new Game of Thrones-themed scotch dubbed White Walker.

The name is a pun on the iconic villains from the show, the White Walkers, mysterious and ethereal beings from the frozen north of the fantasy continent of Westeros where much of the show is set.



More details will be announced soon. Image credit: Johnnie Walker

Johnnie Walker's White Walker scotch will be promoted on the brand's social media pages.

A teaser video depicts a snowy pile of barrels before revealing the iconic Johnnie Walker logo. In the clip, the brand mascot is dressed in garb similar to what the leader of the White Walkers wears on the show.

This is not the first time Johnnie Walker has changed its mascot's look for promotional purposes. As women's empowerment becomes a strong force into culture today, Scotch whisky brand Johnnie Walker put a feminine spin on its logo earlier this year.

To celebrate Women's History Month, Johnnie Walker transformed its "Striding Man" logo into a female version. "Jane Walker" was sold across the United States for the month of March, as the brand hoped to attract a stronger female audience ([see story](#)).

No further details have been given about White Walker, though Johnnie Walker promises that more will be revealed soon.

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