

FOOD AND BEVERAGE

Johnnie Walker taps into fan frenzy with special-edition series

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Johnnie Walker releases its coveted White Walker edition. Image credit: Johnnie Walker

By BRIELLE JAEKEL

Scottish whisky distiller Johnnie Walker is helping winter come early with a special series of scotch flavors that leverages the conclusion of a popular television series.

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The scotch producer has now released its White Walker edition, inspired by the HBO series "Game of Thrones," which has an almost cult-like following. The bottle is the first of many in the partnership and has spurred significant buzz on social media after the release of its advertising campaign, playing into Johnnie Walker's plans.

Walking with whiskey

With such a massive following, a partnership with "Game of Thrones" has significant potential for special product releases such as Johnnie Walker's special bottles.

Beginning with its White Walker edition, the partnership will produce a total of eight single malt scotch whiskies, celebrating the different "houses" featured in the series.



Johnnie Walker unveils its House of Westeros editions. Image credit: Johnnie Walker

The White Walker by Johnnie Walker Blended Scotch Whisky is a nod to the series' iciest of creatures of the same name, who are growing as the stories' main antagonist.

George Harper, a whiskey specialist at Johnnie Walker, is credited to designing the blend for the first edition, alongside a team of other expert blenders, says the brand. The blend has been created with single malts from Scottish distilleries Cardhu and Clynelish.

Johnnie Walker likens the harsh winters of where the distilleries call home to the climate beyond the North Wall in "Game of Thrones," where the White Walkers reside.

Along with a unique blend, the bottle is featured with a special label that represents the chilling characters. The label is designed in a special blue color and fashions the brand's iconic Striding Man with armor featured in the show.

The bottle features a wintry surprise when chilled. Once the bottle is frozen, a message reading, "Winter is Here," an iconic line from the show, will be revealed.

"From deep in the north, far beyond the wall, the howl of the frozen wind brings word of something new," says a Scottish voice in Johnnie Walker's ad for the bottle. "A whiskey from the land the of always winter," he continues, "For those who face the oncoming storm and never stop walking, winter is here. White Walker by Johnnie Walker."

The narration is set to unfocused clips of an environment that resembles iconic settings in the "Game of Thrones" series.

Johnnie Walker White Walker introduction video

Diageo, Johnnie Walker's parent company, is releasing eight other editions said to represent the various houses of Westeros and the Night's Watch.

The show features various royal families, not unlike medieval times, who are known as "houses." The Night's Watch is similar to an army, set to protect the land of Westeros from threats beyond what is known as the Great Wall.

Game of Thrones and luxury

Johnnie Walker is not the first brand who has looked to the captive audience of "Game of Thrones."

For instance, Belgian leather goods maker Delvaux put the emphasis on its savoir-faire last holiday season with a collection that took its cues from fantasy.

For its first Couture Exclusive Collection, the label based its designs on imagined narratives featuring characters from "Game of Thrones." While produced as limited-editions, the haute handbags' launch enabled Delvaux to showcase its broader craftsmanship capabilities during the important holiday season ([see story](#)).

Italian fashion house Dolce & Gabbana also tapped two "Game of Thrones" fan-favorites to front the men's and women's version of the same fragrance.

Dolce & Gabbana appointed Kit Harington and Emilia Clarke as the male and female campaign ambassadors for The One fragrance line. For fans of the show, Dolce & Gabbana's The One is fitting for the actors' characters as the penultimate season kicked off this past summer ([see story](#)).

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