

FOOD AND BEVERAGE

## Johnnie Walker toasts to its heritage with anniversary releases

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*Johnnie Walker is celebrating its 200th anniversary with 4 new releases. Image credit: Johnnie Walker*

By LUXURY DAILY NEWS SERVICE

Scottish whiskey distiller Johnnie Walker is celebrating its bicentennial with four exclusive editions.

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The launch consists of a new bottle design and three new whiskey blends to mark the 200th anniversary of the brand's founding in 1820. Johnnie Walker has leaned into special offerings to entice its fanbase and lure other consumers.

"We wanted to mark our 200-year journey with the launch of these four exclusive limited editions they're a celebration of where we've come from but, more than that, they are each expressions of what's possible today and into tomorrow, and that's exciting," said John Williams, global Scotch director at Diageo, in a statement. "John's spark, vision and entrepreneurial fire were the impetus to growing the John Walker name, our business and ultimately a new future for Scotch whisky.

"This year we're celebrating the steps he first took steps that have inspired generations of our whisky makers and are at the heart of everything we do today and will do tomorrow," he said.

Celebrating craftsmanship

Each release celebrates a different aspect of the Johnnie Walker mystique.

Johnnie Walker Blue Label has an exclusive anniversary design, which features the number 200 on three sides of the bottle. Each digit is illustrated with images from around the world, representing Johnnie Walker's growth from Scotland to beyond.



*The Johnnie Walker Blue Label 200th Anniversary Limited Edition Design. Image credit: Johnnie Walker*

Going back to the label's roots, John Walker Blue Label Legendary Eight is described as a smooth and mellow Scotch made using whisky hand-selected from eight legendary distilleries that all existed in 1820. This includes "ghost" distilleries that have been long closed.

John Walker & Sons Celebratory Blend is inspired by the 1860s launch of Old Highland Whisky. Similar to the Legendary Eight release, this blend is crafted with whiskies from distilleries which were operational at the time.

Finally, John Walker & Sons Bicentenary Blend is a reimagining of the exotic flavors that may have been found in John Walker's original grocery store and may have inspired the founder. All of the rare whiskies in the blend have been aged for at least 28 years, including more selections from ghost distilleries.

The anniversary exclusives will launch in October.

Last year, Johnnie Walker celebrated another pop culture moment with two limited-editions inspired by the popular television series "Game of Thrones."

Johnnie Walker's limited-edition whisky blends were inspired by two iconic and powerful houses of Westeros, House Stark and House Targaryen. They were successors to 2018's White Walker edition ([see story](#)).

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