

FOOD AND BEVERAGE

# Johnnie Walker beckons travelers into world of whiskey with pop-up

June 17, 2022



*Johnnie Walker Blue Label pop-up at Heathrow Airport, Terminal 5. Image credit: Johnnie Walker*

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By LUXURY DAILY NEWS SERVICE

Scottish whisky distiller Johnnie Walker is inviting consumers on an immersive journey with a new Johnnie Walker Blue Label pop-up at Heathrow Airport.

Located at Terminal 5, the experiential space enables consumers to both explore the flavor of the whisky and immerse themselves in a luxury space. The space features a bespoke sampling bar and gifting station.

“The luxury consumer base in the travel retail industry is a key growth driver for the channel so we’re delighted to bring a luxury icon such as Johnnie Walker Blue Label to the table,” said Nick Cook, general manager for Europe and the Americas at [Diageo Global Travel](#), in a statement.

“We understand shoppers expect outstanding service, attention to detail and premium gifting solutions, so we have worked closely with our partner to bring these ambitions to life through the pop-up experience.”

## **Traveling with Johnnie**

The latest pop-up from Johnnie Walker provides travelers an entryway into a world of luxury, complete with whisky sampling and shopping.

The bespoke sampling bar invites consumers to imbibe while wearing surround sound headphones and witnessing an LCD display back-wall.



Travelers can personalize tags at the gifting station. Image credit: Johnnie Walker

The gifting station is also ideal for travelers looking to bring home a gift to their loved ones, with gift wrapping and personalized luggage tags available.

Travelers will also be able to choose from a selection of whiskies from the brand which will be on display, allowing consumers to take in the full Johnny Walker portfolio.

The pop-up is now up and running at Heathrow, with plans to be activated in other prominent global airports throughout the summer. Johnnie Walker is also planning to open two spaces in Heathrow's Terminal 2 and Terminal 3 later this summer.

Last year, BrandZ released its 2021 [Top 75 Most Valuable U.K. Brands report](#). Johnnie Walker, which is owned by London-based beverage alcohol company Diageo, was the only premium brand to rank in the U.K.'s top 10. Its brand value remained even y-o-y at about \$8.31 billion ([see story](#)).

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