

FOOD AND BEVERAGE

## Johnnie Walker drops limited Blue Label units, exclusive NFT content

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*The release marks the first from Emma Walker, Johnnie Walker's first female master blender. Image courtesy of Johnnie Walker*

By LUXURY DAILY NEWS SERVICE

Scottish whiskey distiller Johnnie Walker is serving up digital drinks, tapping a world-famous grain whisky distillery for its latest release.

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Launching with 75 limited edition Johnnie Walker Blue Label Ghost and Rare physical units, the exclusives will be made available in tandem with digital assets, as part of an NFT package, hosted on partner BlockBar.com's site. The release marks the first from Emma Walker, Johnnie Walker's first female master blender in its 200-year history.

"For our second NFT release, we chose to create the Ghost and Rare Port Dundas Master Set because it allows us to take the consumer into the Johnnie Walker world, beyond the tasting of whisky, and explore our iconic, rare reserves," said Sophie Kelly, senior vice president of whiskies at [DIAGEO North America](#), in a statement.

"As a leader in whisky innovation and a champion of collective progress, Johnnie Walker will continue to foster meaningful relationships with consumers by championing the creators and community leaders in Web3," she said. "Stay tuned for more exciting collaborations on the horizon."

Rare rewards on the rocks

The fifth installment of Johnnie Walker's "Blue Label Ghost and Rare" series comes with a few digital twists.

The comprehensive Master Sets will house a physical one-liter bottle of the award-winning Blue Label product, sourced from the Glasgow "ghost" distillery of Port Dundas, one of world's most famous distilleries.



*Shot from award-winning generative AI artist and photographer, Ivona Tau's morphing NFT art. Image courtesy of Johnnie Walker*

"Port Dundas was, in its day, one of the finest Grain Whisky distilleries in the world and the rare expressions that we have chosen from our reserves are some of the most distinctive it has ever produced," said Ms. Walker, in a statement.

"Their slow maturation allows the sweet and delicate Grain character to blossom," she said. "These rare whiskies highlight the distillery character of Port Dundas, perfectly showcasing the wonderful depth of flavor that this Grain Whisky brings to Johnnie Walker Blue Label.

The purchase will also include a digital NFT bottle and digital art from award-winning generative AI artist and photographer, Ivona Tau, whose NFT is inspired by the force of nature and water, building on her "Under the Waves" project.

"It's incredible to see global brands like Johnnie Walker investing in digital creators to bring visibility to our work," said Ms. Tau, in a statement.

"I am proud to have had the opportunity to collaborate with Johnnie Walker and share my artistic vision of this limited-edition whisky release with communities in Web3," she said.

A virtual storytelling experience featuring Ms. Walker and Ms. Tau, and the sources of inspiration behind their respective works, is the NFT's last piece. Additionally, in celebration of their achievements, Johnnie Walker is lending resources to other female pioneers in the form of a dedicated business grant through funding marketplace for women-owned businesses IFundWomen, via its 'First Strides' initiative, which aims to celebrate and enable the entities moving culture forward.

Master Sets will be distributed by digital platform and partner Block Bar. The site, founded in 2001, sells NFTs directly from luxury wines and spirits companies. With the release, the world's number one Scotch Whisky according to leading source of data and analysis on the beverage alcohol market IWSR amps up its exclusive offerings.

Peers in luxury whiskey space are getting inventive.

The Macallan Horizon, a partnership between British automaker Bentley Motors and Scottish whiskey maker The Macallan, is a limited-edition single malt whisky that will be made available during summer 2023. The sleek bottle emphasizes a design flair from both luxury brands and echoes the horizontal standards of the automotive industry with its unique lack of a standing base ([see story](#)).