

FOOD AND BEVERAGE

VIPs join Johnnie Walker for global launch of latest Blue Label blend

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The Scottish whiskey distiller's latest release was the subject of a tech-driven media experience at China's The Sanya Edition Hotel. Image courtesy of Johnnie Walker

By LUXURY DAILY NEWS SERVICE

Announced in September, a new product from Scottish whiskey distiller Johnnie Walker is now available worldwide.

The brand took to China this month to celebrate the global launch of the Blue Label Xordinaire beverage, a travel retail exclusive. At The Sanya Edition Hotel in Hainan, media and stars converged for a sensory-filled and tech-driven experience.

"Johnnie Walker Blue Label Xordinaire marks an exciting step forward in the story of Johnnie Walker Blue Label, and it represents our most significant worldwide launch in Travel Retail to date," said Andrew Cowan, managing director of [Diageo Global Travel](#), in a statement.

"Our goal is to enhance and confirm Johnnie Walker Blue Label a symbol of luxury that appeals to a wide range of spirit enthusiasts," Mr. Cowan said. "With this new expression of the iconic Blue Label, we've crafted an offering that caters to both aficionados who seek exclusivity and those looking for a sweeter and smoother flavor experience.

"It is worth remembering that Blue Label was first created as an exclusive for Travel Retail over thirty years ago, so this is another moment of Blue Label history in the making."

Big blue

The launch party brought together 50 guests, including influencers, editors, celebrities and members of parent company Diageo's Global Travel management team.

For the event, The Sanya Edition Hotel was transformed into a Parisian-style boutique venue filled with touchpoints where attendees could discover Blue Label Xordinaire in new contexts. The space was divided into three experiences.

Starting with "The Connection of the Two Worlds," attendees were immersed in the story behind Blue Label Xordinaire through interactive technologies.



VIPs based in Asia-Pacific joined the event to celebrate the new launch. Image courtesy of Johnnie Walker

Next, Johnnie Walker global brand ambassador Ewan Gunn led a master class as VIPs enjoyed sensory table experiences for “The Art of Blending.”

“The Sensory Journey” concluded the program, and involved a gala dinner complete with French and Scottish-inspired gourmet dishes. To entertain as the night unfolded, French chanson songs were played by a band and a cocktail made with Johnnie Walker Blue Label Xordinaire was officially launched.

“Johnnie Walker Blue Label Xordinaire is an exuberance to be shared, a sumptuously smooth Scotch with a soft spice after-taste,” said Emma Walker, master blender at Johnnie Walker, in a statement.

“This is a luxurious and vibrant Scotch bursting with notes of dried fruit, toasted toffee and sun-ripened black cherry,” Ms. Walker said. “Bright orchard fruits shine through velvety smoothness, with flashes of peach and soft spice surging upward.”

Crafted using just one in 10,000 casks from the aged Scotch reserves, and finished in hand-selected XO Cognac casks, the all-new blend is now a fixture of the brand’s travel retail lineup.



The event was divided into three sections, immersing guests in the Johnnie Walker universe. Image courtesy of Johnnie Walker

Although Blue Label was first launched three decades ago as a travel exclusive, it has since become available everywhere. Johnnie Walker’s latest release odes the original distribution of the line with its limited availability, and was initially announced this autumn via a series of airport activations in Singapore, Paris, London, Dubai and Taiwan, among other cities.

The pop-ups offered a history-filled elevator ride, sampling opportunities and chocolate pairings ([see story](#)) that encouraged visitors to trial Johnnie Walker Blue Label Xordinaire. Passengers could stop by a luxury gifting and customization station to grab a personalized luggage tag with purchases.

With a suggested retail price of \$399 for a one-liter bottle, buyers can find Johnnie Walker Blue Label Xordinaire in key airports internationally.