

FOOD AND BEVERAGE

Diageo creates world's lightest whisky bottle

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Just 888 of the special Blue Label Ultra expressions will be released, starting in North America on May 1. Image credit: Johnnie Walker

By LUXURY DAILY NEWS SERVICE

Scottish whiskey distiller **Johnnie Walker** is walking audiences through its latest innovative launch.

Part of parent company Diageo's design innovation roadmap, the brand is unveiling its lightest bottle to date. Just 888 of the special Blue Label expressions will be released, starting in North America on May 1.

"Johnnie Walker Blue Label Ultra was born out of a vision for the future of luxuryone that embraces lighter, sustainable, and innovative design without compromising craftsmanship," said Jeremy Lindley, global design director at **Diageo**, in a statement.

"Through our work with leading designers, we're extending this philosophy beyond whisky packaging, collaborating with some of the most exciting designers to explore new creative frontiers."

World record

The 70-centiliter glass Johnnie Walker Blue Label Ultra container weighs in at just 6.3 ounces without its stopper. It will retail for \$1,250.

Crafted by Johnnie Walker master blender Dr. Emma Walker, its contents contain rare "ghost whiskies" from closed distilleries, alongside selections from Oban, Brora, Royal Lochnagar ([see story](#)) and other well-known spirits makers.

The bottle was produced using proprietary technology that will be available open-source and royalty-free to other producers, marking another first-time feat for Diageo.

"With Blue Label Ultra, we are pushing the boundaries of design in the world of luxury - with Johnnie Walker at the intersection of artistry and sustainable packaging design," said Jesse Damashek, senior vice president of whiskey at Diageo, in a statement.



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"This release is a bold step forward, combining an extraordinary new blend with our most innovative bottle yet," Mr. Damashek said. "Through many of our innovations with Johnnie Walker, it has remained a priority that we celebrate and collaborate with leading progressive creators around the globe."

Coinciding with the launch, Johnnie Walker is staging an exhibition of commissioned works during the NYCxDesign Festival in May, the pieces drawing inspiration from the newly unveiled Blue Label Ultra bottle.

Hosting the showcase at New York's Cristina Grajales Gallery, featured artists will include Philadelphia-based creative and educator Amber Cowan and Brooklyn-based designer Scott Newlin, as well as Eleni Petaloti and Leonidas Trampoukis, the duo behind design firm Objects of Common Interest.

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