



Trade Press Release:

JOHNNIE WALKER ANNOUNCES THE ARRIVAL OF JOHNNIE WALKER BLUE LABEL GHOST AND RARE PORT ELLEN

New whisky is second in series of limited edition Johnnie Walker Blue Label

[26/07/18] Johnnie Walker Blue Label Ghost and Rare Port Ellen is the second in a series of special editions crafted using irreplaceable 'ghost' whiskies and other incredibly rare whiskies from the Johnnie Walker Blue Label reserves used to create the award-winning* Johnnie Walker Blue Label.

At the heart of this limited edition lies the highly sought-after Islay single malt, Port Ellen - a 'ghost' distillery that shut its doors in 1983.

Johnnie Walker Blue Label Ghost and Rare Port Ellen follows the exciting release of Johnnie Walker Blue Label Ghost and Rare Brora last year. Each edition in the series offers a fleeting opportunity to savour the depth of character of whiskies from distilleries whose spirit lives on in their dwindling stocks.

For Johnnie Walker Master Blender Jim Beveridge and his small team of expert blenders the Johnnie Walker Blue Label Ghost and Rare series is an exciting exploration of flavour. Jim says: "These whiskies deliver a fascinating glimpse into another world, exploring the unique, inimitable character of whiskies from a small number of iconic, closed distilleries that lend something very special to every drop of Johnnie Walker Blue Label. It's really interesting to be able to put a spotlight on the character of these whiskies."

Even though the Port Ellen distillery is now silent, Jim is excited to recapture the memory of the precious cargo of smoky Island single malts that was once carried on ships sailing from this famous distillery by balancing its unique character with other incredibly rare whiskies.

Jim explains: "'Ghost' whiskies from Caledonian and Carsebridge add layers of creamy, vanilla sweetness whilst rare malts from Mortlach, Dailuaine, Cragganmore, Blair Athol and Oban deliver rolling waves of waxy citrus, rich malt and tropical fruit flavours - all perfectly balanced by the distinctive maritime smokiness of Port Ellen that lingers in the long and warming finish."

Johnnie Walker Blue Label Ghost and Rare Port Ellen is bottled at an ABV of 43.8% and will be available globally in October with an RRP of 275 GBP for a 70cl bottle. Each bottle in this special release is individually numbered.





*Gold at the International Spirits Challenge 2018 and Gold at the Scotch Whisky Masters 2018.

For further information, please contact:

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Notes to Editors:

About Johnnie Walker Blue Label:

Johnnie Walker Blue Label is a remarkable Scotch Whisky, crafted by our small team of expert blenders, some of whom have dedicated 30 years of their lives in the pursuit of excellence. Led by two-time Master Blender of the Year, Jim Beveridge, they handpick the rarest whiskies from across the four corners of Scotland including some irreplaceable whiskies from distilleries long since closed.

Only 1 in 10,000 casks in our unparalleled reserves of over 10 million maturing Scotch whiskies has the richness and character required to intricately craft Johnnie Walker Blue Label. Inside every bottle of Johnnie Walker Blue Label is a velvety smooth and vibrant Scotch Whisky with layers of fruit, spice and smoky flavours.

About Johnnie Walker:

Johnnie Walker is the world's number one Scotch Whisky brand (IWSR), enjoyed by people in over 180 countries around the world. Since the time of its founder, John Walker, those who blend its whiskies have pursued flavour and quality above else.

Today's range of award-winning whiskies includes Johnnie Walker Red Label, Black Label, Double Black, Green Label, Gold Label Reserve, Aged 18 Years and Blue Label. Together they account for over 18 million cases sold annually (IWSR, 2017), making Johnnie Walker the most popular Scotch Whisky brand in the world.

About Diageo:

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including Johnnie Walker, Crown Royal, J&B, Buchanan's and Windsor whiskies, Smirnoff and Cîroc vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

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