

# Johnnie Walker unveils travel exclusive Blenders' Batch whisky

By **Hibah Noor** on January, 10 2018 | Spirits & Tobacco





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Johnnie Walker Blenders' Batch Sherry Cask Finish is the first in the Blenders' Batch series to launch exclusively in travel retail

Diageo Global travel has announced the seventh release from the Johnnie Walker Blenders' Batch series.

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Blenders' Batch whiskies are the result of more than 100 ongoing experiments that deliver unique flavors, the company said.

For more than 100 years, Johnnie Walker Black Label has been crafted with an element of sherry cask maturation. Inspired by this, the new product has been matured in sherry casks, enhancing the fruity flavors to create a rich, sweet Scotch.

Created with whiskies from distilleries such as Blair Athol, Cardhu and Strathmill, the 12yo smooth-sipping dark whisky offers notes of sweet vanilla, smoke, raisins and a warming finish of dark chocolate.

Aimée Gibson, the brand's expert whisky maker, said: "Johnnie Walker Blenders' Batch whiskies are the result of bold experiments that push the boundaries in flavor. Taking inspiration from the element of sherry cask maturation in Johnnie Walker Black Label, I was intrigued by the rich and fruity element it brought to the blend. It inspired me to experiment with the sherry cask finish to awaken more of these fruity notes and to add a unique flavor dynamic."

She added that the product would be the perfect introduction for those who are new to Scotch whisky, but would also excite seasoned whisky lovers.

Commenting on the travel retail exclusivity, Dayalan Nayager, Managing Director of Diageo Global Travel, said: "This is a special launch for Diageo Global Travel because it's exclusive to our customers. You won't get your hands on this whisky anywhere else, making it the perfect purchase for travelers who want to gift something truly special.

"Travelers are looking for brands that have discovery, authenticity, craftsmanship and real human stories behind them, and there is none better than Johnnie Walker. We are excited to offer a glimpse into the constantly shifting world of flavor exploration from the biggest spirits brand in the channel."

Johnnie Walker Blenders' Batch Sherry Cask Finish is made for mixing in long drinks and cocktails. It can be enjoyed with ginger ale or straight over ice.

The limited-edition product is available now in selected travel retail outlets globally, retailing at US\$44 for a one-liter bottle.