

Diageo introduces Game of Thrones inspired White Walker by Johnnie Walker Scotch whiskey

By **Steve Pawlett** on October, 5 2018 | Spirits & Tobacco



Utilizing temperature-sensitive ink technology, fans will be reminded that “Winter is Here” from an unexpected graphic icy reveal on the bottle when frozen



The bottling brings the right to the Frozen North with an icy white and blue design along with the iconic Johnnie Walker Striding Man now fashioned in armour to fit in among the ranks of the Night King's forces

Diageo has announced a limited-edition Johnnie Walker Scotch whiskey inspired by the popular television show Game of Thrones.

The new White Walker by Johnny Walker is inspired by the most enigmatic and feared characters on the hit show - the White Walkers - and is here for fans to enjoy as anticipation builds towards the final season.

White Walker by Johnnie Walker is part of a wider partnership with HBO and Diageo which will also see the launch of the Game of Thrones Single Malt Scotch Whisky Collection available starting in February 2019 until supplies last. The collection features eight scotches that are each paired with one of the iconic Houses of Westeros and the Night's Watch giving fans an authentic taste of the Seven Kingdoms and beyond. More information about the collection will be the subject of future announcements.

Known by their icy blue eyes and led by the Night King, the undead army of White Walkers have

emerged from the Frozen North bringing with them the chill of winter and now a limited-edition whiskey that evokes their icy world. Created by whiskey specialist George Harper, alongside the small team of expert blenders at Johnnie Walker, this innovative whiskey is best served directly from the freezer, echoing the chilling presence of the White Walkers.

The bottling brings you right to the Frozen North with an icy white and blue design along with the iconic Johnnie Walker Striding Man now fashioned in armour to fit in among the ranks of the Night King's forces. Utilizing temperature-sensitive ink technology, fans will be reminded that "Winter is Here" from an unexpected graphic icy reveal on the bottle when frozen.

"We knew there was fan appetite for a Game of Thrones whiskey and once we saw the vision from Johnnie Walker for a way to collaborate we knew the idea was perfect and the time was now. From the beginning, they understood that we wanted to create something special, and they've accomplished that with White Walker by Johnnie Walker. We're confident fans will enjoy sipping this delicious whiskey as they wait for season eight and beyond," said Jeff Peters, Vice President, Licensing & Retail at HBO.

The Scotch has notes of caramelized sugar and vanilla, fresh red berries with a touch of orchard fruit and features Single Malts from Cardhu and Clynelish - one of Scotland's most Northern distilleries. Blender George Harper used the Frozen North as his starting point for creating White Walker by Johnnie Walker. He said: "Whiskies from Clynelish have endured long, Scottish winters, not dissimilar to the long periods endured by the Night's Watch who have ventured north of the wall - so it was the perfect place to start when creating this unique whiskey."

White Walker by Johnnie Walker will be available globally, including in leading airports, starting October 2018 while supplies last with a RRSP: £31.50 (US\$50.90) for a 1L bottle (41.7% ABV).