



Perfect Serve

- An excellent and simple way to appreciate **Johnnie Walker® Blue Label™ King George V™** Edition Scotch whisky is to drink it neat, with a separate glass of iced mineral water.
- Drinking the iced water first refreshes, cleanses and cools the mouth.
- This allows the myriad of flavours that are so unique and true to **Johnnie Walker® Blue Label™ King George V™** to explode whilst warming in ones' mouth.
- It also allows a small amount of water to combine with the whisky on the palate to bring out the best in the whisky.
- Rare whiskies are best appreciated at full strength.

Tasting Notes

Nose: Profound smoky initial aroma followed by sweet, fresh fruit (apples, pears, bananas) malt characteristics; developing into rich dried fruit/spicy complexity (raisins, figs, cinnamon).

Palate: Smooth with a rich, fruity sweetness. Warming with subtle flavours of sandalwood and smoke.

Taste: Powerful, complex, rich and smooth.

Finish: Mouthwarming and lingering rich peaty finish.

With Water: Releases new flavours, more fresh fruitiness and more smoke on the palate.

**Source: J. Driver & Asian Marketing Group October 2006*



JOHNNIE WALKER®
Blue Label™

BLENDED SCOTCH WHISKY

King George V™
EDITION

*Introducing
Johnnie Walker® Blue Label™
King George V™ Edition*





Johnnie Walker Master of Blending

*In an already glittering crown of perfection,
rests a natural phenomena, crafted by man,
into a work of priceless value and rarity*

- Jim Beveridge

Luxury: The world is premiumizing

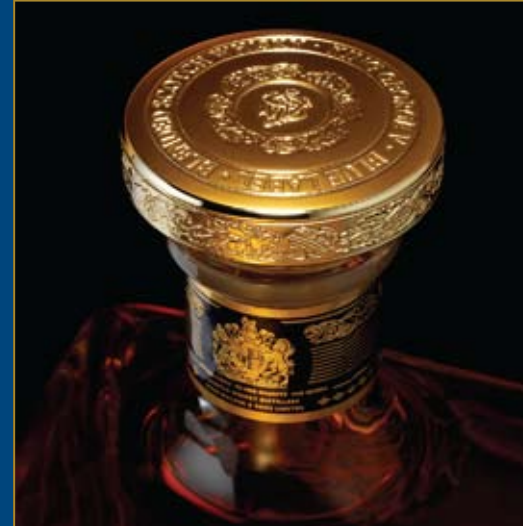
- Global consumer trends are moving towards 'status':
 - Consumers are premiumizing and are looking for higher quality
 - Spending is polarizing towards 'demonstrations of wealth', and across travel retail this manifests itself strongly within 'gifting'
- These consumers are spending more to demonstrate this status.

*Premium Scotch Whisky:
A growing value opportunity*

- Scotch represents the largest opportunity in global travel retail value with 28% share of both volume and value.
- Premium scotch is a valuable sector worth \$285m (>\$100) which continues to grow and is set to grow further.
 - Super premium at 4% and Ultra premium at 10%
 - Premium scotch is meeting the needs of status conscious high-spend shoppers
- **Johnnie Walker® Blue Label™** continues to be a driver of growth, consumer interest and loyalty with a brand that is growing ahead of this trend at 48%.

*Johnnie Walker® Blue Label™
King George V™ Edition*

- The latest addition to the award-winning family of Scotch whiskies, **Johnnie Walker® Blue Label™ King George V™** Edition celebrates the first Royal Warrant granted to John Walker and Sons Ltd to supply Scotch whisky to the British Royal Household in 1934, a recognition of the quality and appeal of its whisky.
- Its ultra premium status is a unique combination of Royalty, Rarity and Authenticity.
- So rare, the annual production will only be made available on strict allocation.



*The Royal Warrant:
A recognition of true talent and quality*

- One of the most distinctive blends ever created in the past century, giving present day consumers a window to the authentic rare taste of royalty.
- A Royal Warrant is a mark of recognition to companies who have regularly supplied goods and services to members of the Royal Household and are regarded as a mark of excellence and quality.

Rarity: A privilege only a few may enjoy

- Single malts are selected for the blend not simply because they are old, but because they combine to make a whisky that is exceptionally mature, yet fresh and vibrant.
- Some of the rarest and most valuable whiskies – many from distilleries that no longer exist – have gone into the creation of this extraordinary blend.
- Only in this way can we guarantee a small amount of the blend will be available every year to our most discerning consumers.

Authenticity: 1930s – the golden era of whisky

- True to its heritage, the exquisite blend is handcrafted using the original techniques of the 1930s, the golden era of whisky, and only whiskies from distilleries operating during the reign of George V have been used.
- The highly prized Port Ellen™ Islay Single Malt Scotch Whisky is the signature single malt of the blend, giving it its distinctive smoky flavor.

*Created for the most discerning of consumers,
the ultimate gift of prestige*

- Developed for the increasingly sophisticated consumer and their desire to both give and receive the finest products.
- Gifts connote respect for the recipient, but also reflect the status of the giver.
- Backed by targeted media and influencer outreach to build awareness and excitement for:
 - Frequent flyers: business travelers who like to show status and treat themselves with impulse purchases
 - Gifters: compared with other liquor buyers, they shop in the same categories but spend 50% more
 - Retail: building incremental sales, increasing per-customer spends and providing an irresistible trade-up opportunity

