

# Johnnie Walker Core Portfolio Architecture

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Product Attributes	Originally developed to be used for mixing, Red Label is created with up to 35 Malt & Grain Whiskies to create a big flavored, versatile scotch renowned for its bold, balanced taste.	A blend made up of over 29 malt whiskies from the four corners of Scotland, aged at least 12 years in the finest casks and then masterfully blended to create an offering with an extraordinary range of flavor, complexity and depth.	Created by Master Blender Jim Beveridge as a darker, smokier interpretation of the world famous Johnnie Walker Black Label. The blend is matured in heavily charred casks and uses a greater proportion of West Coast and Island whiskies to elevate iconic flavors to a new level of intensity.	A 15 year old blend of only single malt whiskies with remarkable depth and complexity that offers consumers a trade up and a mild blend that will appeal to everyone's pallet.	With CLYNELISH Single Malt Scotch Whisky at the heart of GOLD LABEL RESERVE, all the whiskies used in this unique offering come from selected reserves, put aside by the JOHNNIE WALKER Master Blender.  A smooth & luxurious blend with layers of flavor from vibrant Malt and Grain, ideal for scotch based cocktails.	Johnnie Walker Aged 18 Years is a rich and smooth blended Scotch Whisky crafted from up to 18 different malt and grain whiskies of exceptional quality from throughout Scotland which are each at least 18-years-old.	Ultimate achievement in Blended Scotch – made with the finest and rarest whiskies. Many of the casks used to blend this fine liquid are from 'Ghost Distilleries' - those that are no longer in operation making this a truly rare offering.
Liquid Origins	Drawn from four distilleries: Teaninich, Cardhu, Caol Ila and Cameron Bridge	Drawn from five distilleries: Blair Athol, Cardhu, Strathmill, Cameron Bridge and Caol Ila	Drawn from three distilleries: Caol Ila, Cardhu and Cameron Bridge	Drawn from four distilleries across Scotland: Linkwood, Talisker, Caol Ila and Cragganmore	Drawn from five distilleries: Clynelish, Cardhu, Blair Athol, Caol Ila and Cameron Bridge	Drawn from seven distilleries: Cardhu, Glen Elgin, Auchroisk, Blair Athol, Caol Ila and Cameron Bridge	Drawn from six distilleries: Benrinnes, Cardhu, Clynelish, Caol Ila, Cameron Bridge and Port Dundas
Tasting Notes	Vibrant with cinnamon, and pepper spice, combined with fresh fruit	Exceptional layers of rich vanilla, fresh and dried fruit followed by a sophisticated smoky finish	Intense rich fruit zest, and spicy oak tannins, with incredibly powerful lingering smoke	Single Malt aromas of crisp cut grass and fresh fruit with wood smoke, pepper, deep vanilla and hints of sandalwood	An indulgent multi-layered blend balanced by sweet fruit and creaminess with aromas of heather honey and thick caramel	Smooth creamy vanilla, malty cereal, fragrant almonds and tangerines with subtle smokiness	Intense dried fruit, dark chocolate, & rich spice flavors
Signature Serves	Red & Ginger Ale or Ginger Beer	Highball The Penicillin Old Fashioned	Old Fashioned	Best served neat or on the rocks	Gold Label Reserve and soda or champagne	Best served neat or on the rocks	Best served neat with a side of iced water
Consumption Occasion	Good Company, Good Drinks Out	Out to Impress	Indulgent Moment at Home	Indulgent Moment at Home	Indulgent Moment at Home	Indulgent Moment at Home	Out to Impress
National Activation	<ul style="list-style-type: none"> <li>Leverage Johnnie Walker Blenders' Case to drive quality credentials and liquid to lips sampling (where legal) to educate consumers on the versatility with simple two-part serves through the Johnnie &amp; Soda Platform</li> <li>Activate Johnnie Walker Gifting Studio to provide everyday gifting solutions across the entire Johnnie Walker portfolio through Engraving, Personalized Labels and Gold Pen Marking the Moment activities</li> </ul>						
Price / Deal							