



Johnnie Walker® Blue Label™ King George V™ Edition

The Whisky of Kings

In 1910 George V became King of England. The new king, eager to encourage excellence in everything he did, sought out the finest products in England to grant his Royal Warrant, the highest mark of recognition to supply goods or services to the Royal Household. In 1934 King George V granted his seal of approval to John Walker & Sons Ltd to supply him with their fine blended whiskies.

The Journey Of John Walker

The success story of John Walker started much earlier than that however, indeed as far back as 1820, when he first established his business at Kilmarnock, west Scotland. Back then, malt and grain whiskies were bottled individually, a market for them barely existing outside Scotland. All this was to change. During the remainder of the century, Scotch whisky would achieve international fame; the foundation of this revolution lay in the art of whisky blending, which John Walker pioneered. In trying to create a consistent taste and quality he would give rise to the worldwide phenomenon of *Johnnie Walker®* whiskies: blended to perfection, deep in flavour, consistently smooth.

The Jewel In The Crown

Now, for discerning whisky connoisseurs, John Walker & Sons introduces *Johnnie Walker® Blue Label™ King George V™ Edition*, created in celebration of the first Royal Warrant granted to John Walker & Sons. Staying true to its heritage, *Johnnie Walker® Blue Label™ King George V™ Edition* is handmade using the original techniques practiced during the 1930's and only whiskies from distilleries operating during the reign of King George V have been used.

A Kingly Taste

Johnnie Walker® Blue Label™ King George V™ Edition captures a fine balance of whiskies from distilleries located in the four corners of Scotland – from the Mountains, the Valleys and the Great Glen, many



“In an already glittering crown of perfection rests a natural phenomena, crafted by man into a work of priceless value and purity.”

Jim Beveridge, *Johnnie Walker®* Master Blender

Tasting Notes

Colour: Deep mahogany.

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).

Taste: Powerful, complex and rich, yet exceptionally smooth.

Finish: Rich, mouth-warming and lingering rich peaty finish.

of which have been carefully matured for decades. Among them is the exceptional *Port Ellen™*, the highly prized Islay Single Malt Scotch Whisky that gives *Johnnie Walker® Blue Label™ King George V™* its signature flavour. *Port Ellen™* provides the profound smoke and peatiness found in the blend. The distillery at Port Ellen no longer exists, so the remaining stock is carefully preserved, steadily appreciating in value due to its absolute scarcity. Making *Johnnie Walker® Blue Label™ King George V™* blend all the rarer.

The *Johnnie Walker® Blue Label™ King George V™* blend is a true work of art, capturing the delicate balance of peatiness, smoke and power of the West Coast and the light, fruity, aromatic qualities of Speyside and European oak casks. The result is a very individual flavour, mellow with age, minus the tannin associated with younger oak casks.

The Royal Serve

To appreciate *Johnnie Walker® Blue Label™ King George V™ Edition* fully, serve it neat in a snifter glass to trap the delicate aromas. Have a glass of iced water on the side and, before taking your first sip of the whisky, drink some of the iced water to refresh, cleanse and cool the mouth. This allows the myriad of flavours so unique to *Johnnie Walker® Blue Label™ King George V™* to develop whilst warming your 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.

Only the combination of the rarest stocks and unique skills of the *Johnnie Walker®* blenders could create a master blend such as the *Johnnie Walker® Blue Label™ King George V™ Edition*. Available in limited quantities, this exclusive whisky makes a lavish gift or distinctive personal acquisition. Each bottle is presented in a luxury crystal decanter with an individually numbered certificate of authenticity.

Johnnie Walker® Blue Label™ King George V™ Edition, the rarest jewel in the crown of the *Johnnie Walker®* stable.