



THE MARKET

Johnnie Walker is the biggest selling Scotch Whisky in the world and can be found in over 200 international markets. The brand outsells its nearest rival by over 10 million bottles a year.

Johnnie Walker Red Label is the third largest spirit brand in Australia and the market leading scotch whisky brand in the Australian market.

ACHIEVEMENTS

Johnnie Walker Red Label

In 1933 as a mark of the growing stature of **Red Label**, Johnnie Walker was granted a Royal Warrant to supply Scotch Whisky to King George V and the company has remained an official purveyor of Scotch Whisky to the British Royal Household ever since.

Johnnie Walker has won numerous Gold Medals at the International Wine and Spirits Competition (IWSC) in the blended Scotch Whisky category. The brand has also consistently won the Gold and Grand Gold Medals at the Monde Selection Awards.

In 1996, the IWSC presented the Johnnie Walker company with an award for the "Best Distiller in the World".

Johnnie Walker Black Label

At the 1994 Monde Selection Awards, Black Label won the Grand Gold Medal. In the same year, the IWSC awarded the brand not only the Gold Medal, but also the Littlemill Distillery Trophy for the Best Blended Whisky. In 1996 it won the IWSC gold medal for the Best Deluxe Scotch Whisky.

HISTORY

In the space of a little more than 175 years, a small grocery shop in the Scottish town of Kilmarnock has grown into a global Scotch Whisky business. The foundations of this empire were laid when the young proprietor of the shop, John Walker, began experimenting with blending malt and grain whiskies in the back room.

No other company can claim such a distinguished and sustained history as blenders and distillers of Scotch Whisky as Johnnie Walker. From modest origins in Kilmarnock in the west of Scotland the company was steered by an unbroken chain of family management to become the largest Scotch Whisky business in the world, a position it still retains today. **Johnnie Walker Red Label** was the first truly global

brand of Scotch Whisky, selling in over 120 world markets by the end of the First World War.

George and Alexander Walker saw the opportunity to develop a brand for a global scotch whisky market. George Paterson Walker, the marketing entrepreneur, and his brother Alexander, the blending genius, recognised a growing taste for lighter whiskies amongst consumers internationally, who had only recently been introduced to the pleasures of drinking Scotch Whisky, much of which was too harsh and heavy to become generally popular.

The result was **Johnnie Walker Red Label**, launched in 1909. Alexander Walker developed a blend with a richer, broader flavour by widening the range of whiskies used in his father's Old Highland Whisky Brand (developed in 1820). This new blend was a whisky for a new century, and was marketed vigorously around the world. Using the "Johnnie Walker" brand name for the first time, they named the blend **Johnnie Walker Red Label**.

Johnnie Walker Red Label has become the world's most popular whisky.

The exceptional standards of the Johnnie Walker whiskies have been acknowledged with medals and awards won at international competitions for over 120 years and the firm has been the proud holder of a Royal Warrant as Scotch Whisky distillers since 1933. Around the globe the Johnnie Walker Striding Man figure, first drawn by the cartoonist Tom Browne in 1909, has become the recognised hallmark of excellence in Scotch Whisky, the embodiment of the Spirit of the World.

When the new brands were launched in 1909, the Walker brothers were determined to inject a new and unique personality into the Walker Brand.

By 1920 Walker's were one of the top 3 whisky companies in the world. The Walkers and particularly **Red Label**, emerged from the Second World War as the world's leading Scotch

Whisky brand, with exports of **Red Label** and **Black Label** particularly to the United States.

The **Johnnie Walker Black Label** blend was conceived over 125 years ago. If something is to stand the test of time and be globally popular, its creator must have an uncompromising philosophy. The **Johnnie Walker Black Label** blend was conceived in 1867 by Alexander Walker I, whose philosophy was in his own words, "to make our whisky of such quality that nothing in the market shall come before it."

Australia was one of the Walker family's first and largest overseas markets. It was Alexander Walker who first shipped Scotch Whisky to Australia. In 1867 he copyrighted the name Old Highland Whisky. It was a brand name that soon became familiar in the most distant outposts of the British Empire, but especially in Australia where it reminded the large number of expatriate Scots of home.



Given Johnnie Walker's enduring relationship with Australia, it is not surprising that when Australians said they liked to drink their whisky long, the request did not fall on deaf ears. That's why Johnnie Walker Scotch Whisky have now combined the traditional taste of Red Label with refreshing cola and packaged it in cans and bottles.

THE PRODUCT

Johnnie Walker Red Label is instantly recognisable throughout the world as the classic premium scotch whisky brand. **Johnnie Walker Red Label's** square shaped bottle stands head and shoulders above the competition and the slanting red and gold label, instantly distinguishes it as the classic premium Scotch Whisky brand. The Striding Man is the recognised symbol of quality Scotch Whisky throughout the world.

"The Johnnie Walker Brands are acknowledged by experts to be the finest quality Scotch Whiskies in the world."

In blind consumer tastings held in Europe, the United States and Japan, whisky drinkers have shown a strong preference for Johnnie Walker over competitive brands, because of its distinct aroma and full-bodied flavour. Cardhu malt whisky lies in the heart of the Red Label Blend, bringing its characteristic smooth, malt flavour



to the blend. The Walker Brothers considered it to be so important for their blending requirements, they bought the distillery in 1893.

Johnnie Walker Black Label is the world's favourite deluxe brand of Scotch Whisky. The whiskies in the **Johnnie Walker Black Label** are guaranteed to be a minimum of twelve years old, though many are much older. That means near enough two decades of careful planning to make even the tiniest drop.

The only way to guarantee consistent high quality is to own stock of all the single whiskies used. Fortunately the Johnnie Walker blending team has resources of over six million casks of maturing Scotch Whisky to draw on. The **Black**

Label blend is composed of around 40 malt and grain whiskies. In each batch that's blended, as many as seven hundred casks may be required, each of which will have matured in a slightly different fashion.

Blending is an art, not an exact science. It depends on the blender's prodigious memory of the aromas of the many different whiskies he intends to use. Consequently, his most important asset is his nose. Every whisky is nosed at least six times, starting even before it has been casked and

finishing when the blend is finally bottled.

RECENT DEVELOPMENTS

Two of the world's most famous flavours have been brought together to create a drink with a refreshing taste and an underlying strength, **Johnnie Walker Red Label & Cola**. Its distinctive strength of character and full flavour is complemented by extra dry cola. The result is a taste with more depth and a longer lasting flavour than other pre-mix brands.

PROMOTION

Johnnie Walker Black Label and golf go hand in hand. Not only do the hilly contours of the Highlands make the ideal setting for golf links, but they also create the rainfall that provides Scotch Whisky with its lifeblood - pure water. A common bond has grown between golf and Scotch. Alexander Walker and his son Sir Alexander were both enthusiastic golfers. They played at the Royal Troon golf club situated less than 50 metres away from the family home, where Sir Alexander Walker entertained some of the greatest golfers of his day. This

family enthusiasm led to a growing link between **Black Label** and golf, which has culminated today in golf sponsorship programs in over one hundred countries at every level from amateur to professional.

In the PGA European Tour and in the Johnnie Walker Classic held in Asia, players are inspired to reach new goals through initiatives such as the Johnnie Walker Tour Course Record Award and the Johnnie Walker Player of the Month and the Player of the Year Awards.

It is said that on cold and windy days, Alexander Walker would take pity on his fellow golfers and encourage them to complete their 18 holes with the thought of a warming glass of his Scotch at the end of play. Nowadays this tradition is honoured in what golfers euphemistically call "the nineteenth hole", namely, the club bar, where a glass of **Johnnie Walker Black Label** can always be savoured in the company of friends.



BRAND VALUES

Johnnie Walker Red Label is Australia's and the World's No. 1 selling Scotch Whisky and is the third largest spirits brand

in the world. The brand name and Striding Man are well recognised global icons and were registered trademarks and in the market place long before McDonald's, Nike and Coca-Cola.

The Johnnie Walker family of whiskies shares the values of progress, substance and vitality. These values are visually communicated by the core elements of the packaging (slanted label, square bottle), the Johnnie Walker brand name and the Striding Man. This distinctive brand identity is aimed at supporting the brand's dominant and global leadership positioning.



THINGS YOU DIDN'T KNOW ABOUT JOHNIE WALKER

- Johnnie Walker sells 11 million cases of whisky each year. Placed end to end, that's just about enough to stretch around the globe.
- Take a famous cartoonist to lunch, buy him a drink and then ask him to draw a figure on the back of the menu that will personify your brand. That's how the Johnnie Walker Striding Man, one of the first globally recognised advertising figures, was born.
- Sir Winston Churchill, an avid connoisseur of Scotch Whisky and an accomplished artist, finished an oil painting in 1932 which he called 'Bottlescape'. The bottle that gave this still life its name was Black Label, the Scotch Whisky that gave him the inspiration to paint.