

Johnnie Walker Vault opens door to luxury Scotch whisky

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Pioneering the next chapter in luxury spirits, Johnnie Walker, the world's leading Scotch Whisky, announces the global launch of Johnnie Walker Vault in the brand's most ambitious expression of blending artistry yet.

At the heart of the new platform is the artistry of Johnnie Walker Master Blender, Dr Emma Walker, and her craft of telling personal stories from a carefully curated selection of exceptionally rare whiskies. Her mastery builds on a craft passed down through centuries, working from a hidden creative "atelier" deep beneath Johnnie Walker Princes Street, the award-winning visitor experience in Edinburgh. The Johnnie Walker Vault holds, at any given time, a selection of 500 whiskies from our rare, aged and ghost casks, personally curated and rotated by Dr Walker to showcase the very best of the 10 million casks of Scotch available to her as Master Blender.

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Under a newly launched Private Blend experience, Dr Walker will personally create unique made-to-measure blends for a select few, hand-selecting meaningful expressions from the invite-only Johnnie Walker Vault physical space and crafting

these into deeply layered blends. Each blend is tailored to the inspirations and individual palates of her guests.