

## SO, YOU THINK YOU KNOW

## JOHNNIE WALKER®?

Johnnie Walker is one of the biggest names in Scotch Whisky, but how well do you really know him?



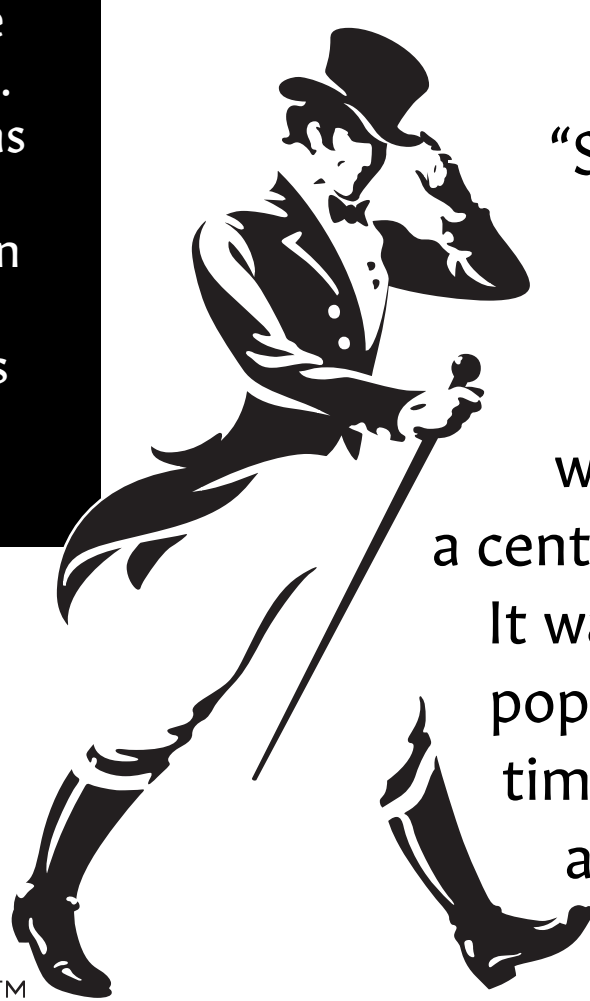
John Walker started his career as a grocer in 19<sup>th</sup> CENTURY SCOTLAND. Unlike his competitors, who sold single malts, Walker sold a blended whisky. By **BLENDING WHISKIES**, Walker was able to maintain quality and consistency from year to year, and the brand's popularity quickly took off.

Walker's son, **ALEXANDER**, enlisted the aid of merchant ships captains to carry his whisky on their voyages around the globe, helping to create a worldwide demand for the whisky.



The iconic **SQUARE BOTTLES** were an innovation which allowed for more bottles to fit into crates for shipping, with the added benefit that bottles were more secure. The result was **REDUCED BREAKAGE** in transit, so more bottles could reach consumers.

John Walker drank **WATER**, and **ONLY WATER**. The famous blender, and the whisky's namesake, was a teetotaler!



The famous "**STRIDING MAN**" logo adorning every bottle of Johnnie Walker was adopted over a century ago, in 1908. It was sketched by a popular artist at the time on the back of a **LUNCH MENU**.



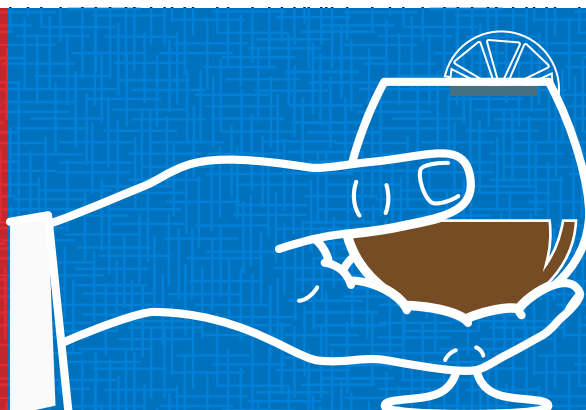
Today, the intricate work of blending Johnnie Walker is overseen by legendary **MASTER BLENDER JIM BEVERIDGE**.

There are currently six **COLOR-CODED** labels for the main Johnnie Walker line:



Johnnie Walker offers three whiskies with **AGE STATEMENTS: 12, 15, and 18-year**.

Sir Winston Churchill preferred **JOHNNIE WALKER RED**, mixed with water.



President Nixon enjoyed **JOHNNIE WALKER BLUE** with ginger ale & a slice of lime.

Johnnie Walker is the world's **MOST WIDELY DISTRIBUTED** brand of blended Scotch whisky. The company sold over **156 MILLION LITERS** of Scotch in 2016 alone.\*

\*Spirits Business

**JOHNNIE WALKER RED** includes around

**35**

different whiskies,

while **BLACK** brings together over

**40**

whiskies to create its iconic taste.