**LIGHT AND BRIGHT – SAY HELLO TO JOHNNIE WALKER BLONDE**

**Johnnie Walker launches a new-age whisky for the next-gen consumers**

**India, 2 March 2023:** Dark, deep, brooding, rigid… if these are the words that come to mind when you think whisky, think again! The age-old codes of whisky-drinking are being rewritten with the introduction of the bright, vibrant and balanced Johnnie Walker Blonde.

Johnnie Walker, world’s No. 1 Scotch whisky, invites the new generation of whisky drinkers to experience a drink that is light, bright, all things right – perfect to relish casual moments with friends.

While it’s an evolved and new experience for those looking for new, Johnnie Walker Blonde is the culmination of years of relentless experimentation and curiosity that’s at the heart of everything Johnnie Walker does – always pushing boundaries of what’s possible in whisky. It is crafted by Johnnie Walker’s expert Whisky Maker George Harper and led by Johnnie Walker’s Master Blender Emma Walker.

Crafted using whiskies predominantly matured in first-fill American oak casks, Johnnie Blonde is versatile, well-rounded and made for mixing. The sweet, bright, fruity flavours of the whisky burst into life when mixed with a kick of lemonade and a slice of orange. It is perfect for those golden sundowner moments and is best served when shared with good friends.

*Speaking of the launch,* ***Shweta Jain, Chief Business Development Officer: Luxury, Reserve & Craft - India & South Asia at Diageo, said, “****New times call for a new expression of whisky and Johnnie Walker has been at the helm of pushing boundaries and taking bold steps to lead the spirits segment globally. Consumers have evolved in how people order and drink whisky, and the versatility and vibrancy of Johnnie Walker Blonde helps people with new horizons when it comes to a good drinking experience. We are incredibly excited for the new wave of consumers to be introduced to the bright new whisky expression from JW”*

*Adding to this,* ***Vikram Damodaran, Chief Innovation Officer, Diageo India,*** *said, “Johnnie Walker Blonde is an innovation in the world of Scotch that we are proud of. It has incredible depths of flavour that Scotch fans have come to expect, complimented by sweeter, smoother notes making it the perfect choice for an audience looking to try something new. The Scotch from Cameronbridge comes together with fruity whiskies from Cardhu for a drink that’s made for mixing and to be enjoyed during those beautiful sundowner moments.”*

Johnnie Walker Blonde is now available in Maharashtra, Haryana, Goa & Himachal Pradesh and will be subsequently available in Telangana, Punjab, UP, Karnataka & other key markets over coming months.

**About Johnnie Walker:**

Johnnie Walker is the world’s number one Scotch Whisky brand (IWSR), enjoyed by people in over 180 countries around the world. Since the time of its founder, John Walker, those who blend its whiskies have pursued flavour and quality above else.

Today’s range of award-winning whiskies includes Johnnie Walker Red Label, Black Label, Double Black, Green Label, Gold Label Reserve, Aged 18 Years, and the iconic Blue Label Scotch Whisky. Together they account for over 18 million cases sold annually (IWSR, 2017), making Johnnie Walker the most popular Scotch Whisky brand in the world.

**About Diageo India**

Diageo India is the country’s leading beverage alcohol company and a subsidiary of global leader Diageo Plc. The company manufactures, sells and distributes an outstanding portfolio of premium brands such as Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, The Singleton, Royal Challenge, McDowell’s No1, Smirnoff, Ketel One, Tanqueray, Captain Morgan and Godawan, an artisanal single malt whisky from India. Headquartered in Bengaluru, our wide footprint is supported by a committed team of over 3000 employees, 39 manufacturing facilities across states and union territories in India, a strong distribution network and a state-of-the-art Technical Centre. Incorporated in India as United Spirits Limited (USL), the company is listed on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. For more information about Diageo India, our people, our brands, and our performance, visit us at [www.diageoindia.com](https://urldefense.com/v3/__http%3A/www.diageoindia.com__;!!OK3MsjU!yfR_1PPnQQcVUjpNZKUSTFyrFSMHfB-vspSRUGI5FxHBC1exrhkKV_0QJjJCRm__r81nyafuopEuTeRLlPR-2E69j-4IGzRo$). Visit Diageo’s global responsible drinking resource, <http://www.DRINKiQ.com>, for information, initiatives, and ways to share best practices.

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