Johnnie Walker Blue Label Unveils Its First-Ever India-Inspired Festive Blend

Inspired by India's flavorful traditions, Johnnie Walker Blue Label Indian Festive Blend marks a new milestone for the iconic Johnnie Walker Scotch whisky

INDIA, [DATE], 2026: Johnnie Walker, the world's No. 1 Scotch whisky, announces the launch of Johnnie Walker Blue Label Festive Blend, a limited-edition India inspired expression created for the world. A first in the brand's nearly 200-year history, the blend celebrates India's rich culinary heritage through the art of exceptional Scotch whisky craftsmanship, which will be available across key markets like India, UK, US and Global Duty Free channels to name a few.

Crafted by **Johnnie Walker Master Blender Dr Emma Walker** using rare liquids from the over 10 million casks, the Indian Festive Blend draws inspiration from the harmony of Indian flavors and foods. Only one in every 10,000 casks is considered to possess the remarkable depth of flavour required for Johnnie Walker Blue Label, and even fewer were chosen in the making of this blend.

Dr Emma Walker, Johnnie Walker Master Blender, said: "The art of blending lies in understanding the distinct character of individual whiskies and bringing them together to achieve balance, complexity and depth. This philosophy shapes every bottle of Johnnie Walker, reaching its pinnacle with **Johnnie Walker Vault**, the brand's global luxury platform dedicated to rare whiskies, bespoke blends and creative collaborations, recently launched at Harrods in London. Inspired by the artistry of Indian chefs and their ability to balance bold spices with harmony and depth, the Johnnie Walker Blue Label Festive Blend builds on this craft, bringing together notes of cardamom, saffron, rosewater and citrus, balanced with honey, chocolate-dipped fruit, warm spices and a gentle wisp of smoke."

The Johnnie Walker Blue Label Festive Blend was unveiled at an exclusive evening at The Taj Mahal Palace, Mumbai, on 30 October, celebrating the craftsmanship behind the expression. Among those in attendance were Alia Bhatt and several distinguished industry stalwarts and notable personalities. This launch set the stage for the introduction of a blend that brings together Johnnie Walker Blue Label's heritage of whisky-making with India's distinctive flavours and aromatic notes.

One of the defining moments of the evening was the illumination of the Gateway of India through a projection that brought Johnnie Walker's **Keep Walking** philosophy to life, celebrating India's enduring spirit of progress. Set against one of Mumbai's most iconic landmarks, the projection captured the country's rich cultural heritage and evolving identity, reflecting how India continues to move forward while embracing its cultural influences.

Inspired by India's festive flavours, the packaging draws on the country's vibrant ingredients, expressed through an intricate interplay of colours and patterns. Each spice is illustrated in a seamless pattern accentuated by light.

Commenting on the launch, **Ruchira Jaitly, Chief Marketing Officer, Diageo India**, said: "*As the world's largest whisky market by volume, India is playing an increasingly important role in shaping the future of the category. At the same time, we are seeing consumers seek luxury experiences that feel more distinctive, immersive and culturally relevant. The Johnnie Walker Blue Label Festive Blend brings these two worlds together – the exceptional craftsmanship and nearly 200-year legacy of Johnnie Walker, with inspiration drawn from India's extraordinary flavour profiles. As the first Johnnie Walker Blue Label limited edition inspired by India, it reflects both the importance of this market and our ambition to create experiences that are globally iconic yet deeply relevant to Indian consumers*."

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ABOUT JOHNNIE WALKER:
Johnnie Walker is the world's number one Scotch Whisky brand* (IWSR 2024), enjoyed by people in over 160 countries. Since the time of its founder, John Walker, those who craft its whiskies have pursued flavor and quality above all else.
Today's range of award-winning whiskies includes Johnnie Walker Red Label, Black Label, Gold Label Reserve, and Blue Label. Together, Johnnie Walker whiskies sell over 22 million cases annually (IWSR, 2024). It is the number one best-selling Scotch Whisky (IWSR, 2024) and number one trending Scotch whisky brand (Drinks International, 2025).

**According to IWSR Global Database 2025 volume for 2024*

ABOUT DIAGEO INDIA:
Diageo India is among India's leading beverage alcohol (alcobev) companies with an outstanding portfolio of premium brands. A subsidiary of Diageo Plc., it is listed in India on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) as United Spirits Limited (USL). Headquartered in Bengaluru, Diageo India has one of the largest manufacturing footprints in alcobev with 35 facilities across India. It manufactures, sells, and distributes Johnnie Walker, McDowell's No1, Black Dog, Black & White, Antiquity, Signature, The Singleton, Royal Challenge, Smirnoff, Greater Than, Don Julio, Tanqueray, Godawan, among others, bringing together global expertise and local pride to deliver innovative, world-class products and experiences to consumers. With a strong focus on driving a positive impact on society, Diageo India has been working on collective action to improve livelihoods, championing Grain to Glass sustainability, responsible consumption and nurturing the alcobev ecosystem, to contribute to India's growth agenda. For more information about Diageo India, our people, our brands, and our performance, visit us at www.diageoindia.com. Visit Diageo's global responsible drinking resource, http://www.DRINKiQ.com , for information, initiatives, and ways to share best practices.

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