

# Diageo releases two Johnnie Walker limited editions for Lunar New Year



The Johnnie Walker Blue Label Lunar New Year bottle features intricate and mesmerising illustrations by Chinese artist Shan Jiang which pays homage to the Year of the Tiger. The beautiful illustration portrays the majestic tiger with golden wings as a symbol of strength and progress, recalling the famous Chinese idiom

Johnnie Walker has just released two limited edition Lunar New Year bottles, Johnnie Walker Blue Label and Johnnie Walker King George V, which became available as of 26<sup>th</sup> January.

Both are available in Singapore, Dubai and South Korea and within from two of the finest whisky boutiques in Hainan. The first, in Haikou, Mission Hills, Diageo Global Travel opened in partnership



with Shen Zhen Duty Free (SZDF). The second, opened in partnership with CDFI, is located in Sanya, Haitang Bay International Shopping Centre.

When visiting the CDFI store, consumers will have an opportunity to taste the liquid alongside their purchase or can claim a beautiful silk scarf designed by Shan Jiang at the SZDF boutique as a special gift.



The stunning John Walker King George V Lunar New Year design is also illustrated by the talented Shan Jiang. Artwork across the packaging marks the beginning of a new year and is inspired by the Oriental myth of the Bai Ze

Commenting on the Johnnie Walker launch, Sandra Tassilly, Commercial Director - APAC, MENA and India at Diageo Global Travel said: "We're delighted that Diageo Global Travel can offer shoppers in Hainan these unique bottles in celebration of Chinese New Year. Combining the rich history of Chinese culture with the world-leading Johnnie Walker whisky, the yearly edition collectable bottles are highly desirable for all consumers, and whisky enthusiasts in particular. The intricate designs are a perfect 2

nod to the world-leading whisky inside these bottles, and they are perfectly aligned to the needs of luxury shoppers.”

This year’s limited edition designs are available at a RRSP of \$350 USD for the Johnnie Walker Blue Label design and a RRSP of \$635 USD for the John Walker King George V design.