

Johnnie Walker unveils Blue Label Ultra limited edition whisky

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Johnnie Walker, the world's number one Scotch whisky, unveils Blue Label Ultra, a limited edition, first-of-its-kind, boundary-breaking innovation. Weighing just 6.3oz (180g), Johnnie Walker Blue Label Ultra is the world's lightest 70cl Scotch whisky glass bottle. Using new, patented glass technology developed by Diageo's design team, this lighter, lower-carbon bottle embodies the future of luxury packaging, fusing sustainability with exceptional craftsmanship.

Born from a five-year journey in glass innovation, this milestone proves that premium packaging can be both luxurious and eco-conscious. In the course of its research, the brand has been granted a patent to encourage further progress in the industry, and in a first for Diageo, a license to the open-sourced patent will be offered on a royalty-free basis to anyone in the world who wishes to share in these discoveries. Each bottle is filled with a specially blended liquid by Dr. Emma Walker, Johnnie Walker Master Blender, featuring whisky from legendary distilleries such as Oban, Brora, and Royal Lochnagar, as well as select 'ghost whiskies' from now-closed distilleries. The result is a unique liquid boasting the essence of fresh red berries, sweet vanilla, wood spice, toffee and warming wood smoke.

In celebration of this milestone, Johnnie Walker has partnered with leading North American-based artists, designers, and The Corning Museum of Glass to further explore the future of design and sustainable innovation. These artists will create bespoke pieces inspired by the innovative glass technology behind Blue Label Ultra, extending the bottle's spirit of craftsmanship into the broader world of design. Whether through drinking vessels, artistic interpretations, or groundbreaking applications, these commissioned works push the boundaries of lightweight glass, all in the name of progress.