



27 November 2012

JOHNNIE WALKER® LAUNCHES 'WHERE FLAVOUR IS KING' CAMPAIGN
showcases products' credentials rooted in the big, bold flavours of Johnnie Walker whisky

Johnnie Walker, the best selling Scotch Whisky in the world, is bringing to Hong Kong *'Where Flavour Is King'*, it's new global campaign that focuses on the diverse spectrum of rich and intense flavours found in various blends of Johnnie Walker whisky. The campaign aims to enhance local whisky lovers' appreciation of the centrality of flavours in whisky blending, an art that Johnnie Walker has reigned supreme.

Anchoring the new, vibrant campaign is a collection of stunning images featuring Johnnie Walker's iconic Striding Man immersed in a mysterious and evocative world with giant fruit smashers, towers of spices, honey cauldrons and fire-breathers. The bold visuals bring to life the signature flavours of the different Johnnie Walker blends, including the luscious sweet fruits and honey tones of Gold Label Reserve; Black Label's fig and toffee flavours, as well as its signature smoky finish; and Double Black Label's spicy notes and intense smokiness.

Gavin Pike, Global Brand Director for Johnnie Walker, said the campaign would help drive consumer awareness of the range of tastes across the brand portfolio:

"The new campaign, *'Where Flavour Is King'*, will open consumers' eyes to the depth and variety of flavour that exists across the Johnnie Walker whisky taste spectrum. By creating a unique image for each variant of Johnnie Walker whisky, the consumer will be able to make an instant, tangible association with the power and depth of flavour of each blend. For example our Black Label shot features a supersized apricot and slabs of chocolate; the Double Black Label campaign highlights dense penetration of smoke and spices piled high; while the Gold Label Reserve image centres around dripping honey and gigantic fresh apples."

From its origins in 1820, the Johnnie Walker label has always been committed to its quest to blend whiskies of exceptional flavour, refusing to compromise on quality. This dedicated attitude to finding exotic and exciting tastes takes the product on a special journey of distillation, maturation and blending, to produce the ultimate, unrivalled blend. The flavours, derived solely from the simplest ingredients of barley, water and peat, are mythically transformed through distillation and years of maturation in charred wood casks before being unleashed through the craft of the master blender.

"We're thrilled to be able to Keep Walking in the footsteps of John Walker, dedicating ourselves to the pursuit of flavour and are positive that *'Where Flavour Is King'* will provide even deeper levels of consumer engagement than in previous campaigns," Pike concluded.



To enhance whisky lovers' appreciation of the flavours in Scotch Whisky 'Where Flavour Is King', Johnnie Walker will present 'Where Flavour Is King' on 5 December 2012 at Star Hall, KITEC. Celebrities Andy Hui, Fiona Sit, MR, MC Jin and others will showcase the tastes, smells and sights of 'Where Flavour Is King' to deepen the public's knowledge about the Johnnie Walker brand. Starting on 11 November, consumers can have a chance to receive an admission ticket for 'Where Flavour Is King 2012' by ordering a Johnnie Walker Scotch Whisky in select bars or playing the 'Where Flavour Is King 2012' game at facebook.com/johnniewalkerhk.

-ENDS-

Notes to Editors:

About JOHNNIE WALKER:

Johnnie Walker is the world's number one Blended Scotch Whisky brand, enjoyed by people in more than 180 countries around the world. Since the time of founder, John Walker, it has been closely associated with the concept of progress. A combination of consumer insight, determination and commercial astuteness enabled three pioneering generations of the Walker family to grow the small grocery store founded in 1820 into an international whisky business selling stylish, authentic, iconic brands.

This progressive and innovative approach has continued into the 21st century. Today's range of award winning whiskies includes RED LABEL®, BLACK LABEL®, GOLD LABEL RESERVE®, PLATINUM LABEL® and BLUE LABEL®. Together they account for 18.0 million cases sold annually (Impact Databank February 2012), making JOHNNIE WALKER the most popular Scotch Whisky in the world.

About Diageo:

Diageo is the world's leading premium drinks business. With its global vision, and local marketing focus, Diageo brings to consumers an outstanding collection of beverage alcohol brands across the spirits, wine and beer categories including Smirnoff, Guinness, Johnnie Walker, Baileys, J&B, Cuervo, Captain Morgan and Tanqueray, and Beaulieu Vineyard and Sterling Vineyards wines. Diageo trades in some 180 countries around the world and is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people, brands and performance, visit us at www.diageo.com.

Diageo is committed to responsible drinking through: setting world-class standards in responsible marketing, promotion and innovation; promoting a shared understanding of what responsible drinking means, and working with others to combat alcohol misuse.

The JOHNNIE WALKER, WHERE FLAVOUR IS KING, KEEP WALKING, RED LABEL, BLACK LABEL, BLUE LABEL, GOLD LABEL RESERVE, and PLATINUM LABEL words, the Striding Figure device and associated logos are trademarks.

Please drink responsibly.

For more information please contact:

Media enquiries:

Weber Shandwick

Bonnie Lo
Tel: (852) 2533 9975 / 9407 7877
Email: blo@webershandwick.com

Zoe Yeung
Tel: (852) 2533 9903 / 9718 4141
Email: zyeung@webershandwick.com

Product enquiries:

Moët Hennessy Diageo Hong Kong Limited

Alex Leung
Tel: (852) 2976 1186 / 9728 0101
Email: alex.leung@mhdhk.com