

Johnnie Walker Blue 'skyline' solely for DFS



**Johnnie Walker Blue Label has launched a limited edition range of bottles - just for DFS Group - engraved with designs inspired by the skylines of seven major cities: Singapore (pictured), Hong Kong, Mumbai, San Francisco, Los Angeles, New York and Auckland.**

Brand owner, Diageo Global Travel, says each edition (\$399, or local equivalent, for 1 litre) bears an individually etched skyline design that has been filled with golden liquid blended by skilled craftsmen and is accompanied by a bespoke sleeve.

According to Diageo "just one in 10,000 casks of our rarest whiskies are handpicked by the Master Blender to create the exquisite blend" of Johnnie Walker Blue Label. The bottles in the new range are individually numbered and available in a limited quantity only in the cities that inspired them and only at the airport stores of DFS Group.

Steve White, Global Marketing Director of Diageo Global Travel and Middle East, says: "Travellers love to bring back unique mementos from their journeys. The Johnnie Walker Blue Label skyline range meets that need. Tailoring a product to the local market is a mark of our commitment to offering differentiation to our travellers."

John Hoover, Senior Vice President of Global Merchandising - Spirits, Wine, Tobacco, Food and Gifts for DFS Group, adds: "We are confident these exceptional bottles, which capture the spirit and energy of some of the most iconic destinations where DFS is found, will delight world travellers."

The seven city editions are available from this month in DFS's stores at Singapore Changi, Hong Kong International, Mumbai Chhatrapati Shivaji, San Francisco, Los Angeles, New York JFK and Auckland airports.

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