

JOHNNIE WALKER
Blue Label

ELUSIVE
UMAMI

うま味

LIMITED
RELEASE



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ELUSIVE UMAMI うま味

JOHNNIE WALKER, THE WORLD'S NUMBER ONE SCOTCH WHISKY, COLLABORATES WITH WORLD-RENOWNED JAPANESE CHEF, KEI KOBAYASHI, TO CREATE A PIONEERING NEW LIQUID ENCAPSULATING THE ENIGMATIC TASTE OF UMAMI.

JOHNNIE WALKER MASTER BLENDER, DR EMMA WALKER AND WORLD-RENOWNED JAPANESE CHEF, KEI KOBAYASHI HAVE JOINED FORCES TO DECODE ONE OF THE WORLD'S MOST ENIGMATIC TASTES - UMAMI - CREATING A RARE LIQUID THAT WILL AWAKEN THE SENSES OF ESTABLISHED WHISKY LOVERS AND THOSE NEW TO THE WHISKY WORLD.

BUILDING ON THE FOUNDATION OF JOHNNIE WALKER BLUE LABEL, ELUSIVE UMAMI IS A BOUNDARY-PUSHING INNOVATION THAT BALANCES SWEET AND SAVOURY FLAVOURS, WITH NOTES OF BLOOD ORANGES AND RED BERRIES, SWEET WOOD SPICE, A TOUCH OF SMOKED MEAT, A HINT OF SALT AND PEPPER WITH A LONG, SWEET, FRUIT FINISH.

A JAPANESE WORD USED TO IDENTIFY THE 'FIFTH TASTE', UMAMI IS AN ENIGMATIC FLAVOUR THAT POSSESSES MYSTERIOUS QUALITIES. ONLY ONE IN 25,000 CASKS MADE THE CUT IN THE SEARCH FOR THE ELUSIVE FLAVOUR PROFILE - EACH EXPRESSION OF WHISKY WAS HAND-PICKED TO CREATE AN UMAMI PROFILE AND BRING THE UNIQUE CHARACTER OF THIS INNOVATIVE WHISKY TO LIFE.

CHEF KEI KOBAYASHI BRINGS A UNIQUE CRAFTSMANSHIP AND FLAIR TO HIS CUISINE - SIMILAR TO THE RARITY AND CRAFT THAT GOES INTO MAKING EVERY BOTTLE OF JOHNNIE WALKER BLUE LABEL. HE RECENTLY RETAINED HIS 3 MICHELIN STAR RATING AT HIS RESTAURANT IN PARIS, RESTAURANT KEI. HE SAID OF THE CREATIVE BLENDING PROCESS:

"The final liquid is a multi-faceted expression of what I interpret Umami to be. It possesses a mysterious quality that ignites our senses, revealing sumptuous taste, complexity and depth. Capturing that alluring flavour, Johnnie Walker Blue Elusive Umami allows you to immerse your palate in an exquisite Scotch Whisky of subtle richness."

JOHNNIE WALKER MASTER BLENDER, DR EMMA WALKER SAYS:

"Working with Chef Kei Kobayashi was a once-in-a-lifetime experience to explore what's possible in whisky. Through our collective expertise we set out on an epicurean journey of flavour discovery to create a Scotch that encapsulated the extraordinary, enigmatic taste of Umami, creating a true sensorial experience for the palate. We handpicked whiskies like they were ingredients; from salty, smoky notes to savoury, meaty flavours."

EXCEPTIONAL FLAVOUR

HIGHLY COLLECTIBLE: THE VIBRANT DESIGN, PAIRED WITH THE BOUNDARY-PUSHING AND RARE SCOTCH, MAKES THE LIMITED-EDITION JOHNNIE WALKER BLUE LABEL ELUSIVE UMAMI A HIGHLY COVETABLE, COLLECTIBLE AND GIFTABLE SCOTCH.

EXCEPTIONAL FLAVOUR: BUILDING ON THE REPUTATION OF THE UNRIVALLED JOHNNIE WALKER BLUE LABEL, JOHNNIE WALKER BLUE LABEL ELUSIVE UMAMI HAS ADDED COMPLEXITY AND RARITY, WITH ONLY 1 IN 25,000 CASKS MAKING THE CUT IN THE SEARCH FOR THE ELUSIVE FLAVOUR PROFILE. IT IS A CAREFULLY CRAFTED BALANCE OF SWEET AND SAVOURY NOTES – CAPTURING ONE OF THE WORLD'S MOST ELUSIVE FLAVOURS.

TASTING NOTES

NOSE: SWEET AND SAVOURY, FRESH GREEN & RED APPLES, CONFECTIONARY SWEETNESS, HINTS OF CASHEW NUT, NOTES OF SALT BRINE AND SAVOURY ACCENTUATED WITHOUT LOSING FRESHNESS. VERY NICE AROMATIC PERSISTENCE.

PALATE: TO TASTE, APPLE AND WHITE PEACH TOUCH THE SENSES FIRST. A BEAUTIFULLY BALANCED SCOTCH OF SWEET AND SAVOURY FLAVOURS, WITH NOTES OF BLOOD ORANGES AND RED BERRIES, A TOUCH OF SMOKED MEAT, WARMING SALT AND PEPPER WITH A LONG, SWEET FRUIT FINISH.

FINISH: THE LIQUID HAS A LONG, SWEET FRUIT FINISH OF SWEET WOOD SPICE.

SERVING SUGGESTION

THIS ALLURING LIQUID IS BEST SERVED NEAT, ALONGSIDE CAVIAR TO UNLOCK THE FULL DEPTH OF THIS UNIQUE SENSORY EXPERIENCE. STURGEON CAVIAR IS RECOMMENDED FOR ITS UNDENIABLE CONCENTRATION OF UMAMI AND MINERAL CHARACTER.



LIMITED RELEASE
IN COLLABORATION WITH
WORLD-RENOUNDED CHEF
KEI KOBAYASHI

BOTTLE Nº
EU0001

750ml 43% Vol e



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