

# THE PLATINUM PROFILE

8 THINGS YOU NEED TO KNOW ABOUT JOHNNIE WALKER'S NEWEST BLEND

PRESENTED BY THRILLIST

## The Royal Treatment

Johnnie Walker Platinum Label® is intended to extend to all whisky lovers the tradition of private, special occasion blends made for preferred customers and good friends, so they too can experience the joy a certain English monarch felt upon receiving her very own private blend -- without having to perfect the hand wave.



## So Mature

Every whisky in the blend is at least 18 years old, vs. 12 years for Johnnie Walker® Black Label®, and no years for any spirit packaged in a jar that once stored pickled eggs at a gas station.

≥ XVIII

## It Takes Few to Make a Thing Go Right

In contrast to the 40 whiskies in Black Label, Platinum Label holds at most 20, a testament to the rarity of those whiskies, and to the fact that, the older you get, the fewer friends you really need.



## The Septemberists

Primary flavor: mature, end-of-summer, almost exotic Speyside fruitiness.



## Patience (Mm, Yeah)

Because of its age, you should hold it in your mouth and let the flavor slowly unravel, like the plot of one of the hardback mystery novels you read in your giant leather scotch-drinking chair.



## Drop It Like a Scot

Neat is not the rule, but it is recommended with a whisky this bold. A few drops of distilled water can help bring out the flavor.



## Bonding Session

The glue that holds smoke and fruit together: the flavor from European Oak casks, including rich dried fruits, raisins, figs, and sultanas -- a white grape also known as Lady de Coverly and, even more romantically... Thompson Seedless. Come on America, let's start naming things better.



## The Right Puff

Secondary flavor: a gentle Islay smokiness.

