

Johnnie Walker introduces Platinum Label

Held at the Pearl of Africa Restaurant at the Kampala Serena Hotel, Uganda Breweries Limited and the Kampala Serena gathered a list of the who's who in society for a black tie dinner to celebrate the arrival of Johnnie Walker Platinum Label in Uganda.



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Classic with a modern twist, Johnnie Walker Platinum Label is the latest offering to the set - a drink for select individuals with the appetite and discerning taste for the finer things in life.

The event saw Uganda's business leaders treated to a night of fine dining, food infused with various Johnnie Walker whiskeys, interactive experiences and the opportunity to be the first to sample the Platinum Label.

Alasdair Musselwhite, Uganda Breweries Limited managing director said, "Johnnie Walker Platinum Label reflects the enchanting heritage of Johnnie Walker's lineage of blending expertise. A classic blend set in a modern context it is a premium whisky that embodies the evolving taste of today's modern, astute drinkers, meant to be enjoyed by the select and admired by many."

The evening saw invited guests given an opportunity to sample various Johnnie Walker whisky blends in neat or cocktail form, under the mentorship of James Pennefeather, a whisky mentor who travels around the world mentoring consumers on best ways to enjoy various whisky blends.

Pennefeather took guests through an interactive session, detailing the history, heritage and quality of the Johnnie Walker brand and introducing the guests to the different whisky blends produced by the Johnnie Walker stable. The guests were also treated to a sampling session where the complex flavours were illustrated.

An exclusive occasion

"Served at exclusive occasions for a select few, Johnnie Walker Platinum Label is a distinctive blend that goes beyond pleasures on the palate; it marks the initiation into a world of sophistication and a group that enjoys the high life and a refined lifestyle" said Pennefeather.

With an upbeat combination of both modern and classic music renditions by jazz maestro, Isaiah Katumwa, the evening subtly but exquisitely brought back to Uganda's discerning consumers the glamour and sophistication of classic private occasions, with a contemporary edge evoking a perfect blend of the modern and classic.

While announcing the next exclusive Johnnie Walker event in November 2013, Musselwhite said, "Johnnie Walker Platinum Label is a special blend that echoes the exclusive nature of iconic gatherings and UBL is committed to ensuring Uganda's men and women of pedigree will regularly gather to enjoy their status complemented by special whisky blends that only a few have access to."

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