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BAR ACADEMY

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JOHNNIE WALKER

RAISE A GLASS : YOUR GUIDE TO WHISKY AND FOOD COMBINATIONS

Whisky menus can be overwhelming and confusing for those who are not familiar with the variants available. Choosing the right combinations and communicating these properly to guests will open up a whole new exciting world to them.

Here are expert tips for creating and communicating about great food and whisky combinations.

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| | USING AVAILABLE FLAVOURS |
| | <ul style="list-style-type: none">• Consider what flavours are involved when preparing serves. The world of whisky offers a multitude of flavour diversity to work with - whether that be the big smoky flavours in Johnnie Walker Black to the more subtle floral characters found in the same whisky. |
| | CONSIDER THE DIFFERENT ELEMENTS |
| | <ul style="list-style-type: none">• When creating a serve, remember to consider the different textures and tones in the food and whisky.• If you have a sweeter dish, you don't want to overwhelm the palate with a drink that is also sweet – create complementary flavour profiles. |
| | MATCH SIZING |
| | <ul style="list-style-type: none">• When creating a combination, it is also good to reflect on the size of the meal in comparison to the drink. For example, if you were having a starter, a smaller drink could be expected in comparison to your main course. |
| | PLAN THEMATICALLY |
| | <ul style="list-style-type: none">• If you are running a special or celebrating a particular holiday as part of our menu, you can incorporate dual combinations. For example, if the chef is offering a pumpkin based dish, this could also be used as an ingredient in the serve. |



COMMUNICATE EFFECTIVELY

- Create a simple and engaging menu - whether it's just a dessert and whisky or a full-blown tasting evening, the menu needs to be accessible and enticing for your guests.
- Ensure that staff are educated to recommend combinations and that the customer feels like they are being greeted by someone who knows what they are talking about.
- Think about communicating online offers or special whisky related events using your reservation CMS system.
- Take advantage of social media as a channel for sharing attractive imagery and descriptions of your food and whisky serves, be it on your own channels or encouraging customers to post their own experience.



FOOD AND WHISKY COMBINATIONS TO TRY

Ever wondered what food goes with whisky or what flavours and textures you should be considering? Check out our helpful Johnnie Walker Flavour Maps that represent the Red, Blue, and Black labels.

Not sure where to begin? Chef Mark Moriarty and Johnnie Walker Global Ambassador Tim Phillips offer some of their favourite simple food and whisky combinations using these different Johnnie Walker variants.

#1 FOOD & WHISKY COMBINATION

JOHNNIE WALKER RED WHISKY SERVE



JOHNNIE WALKER RED LABEL AND GINGER ALE WITH LIME AND FRESH RED CHILLI

Spicy, refreshing, quenching and long, it is perfect to bounce off the flavours of the honeyed chicken wings.

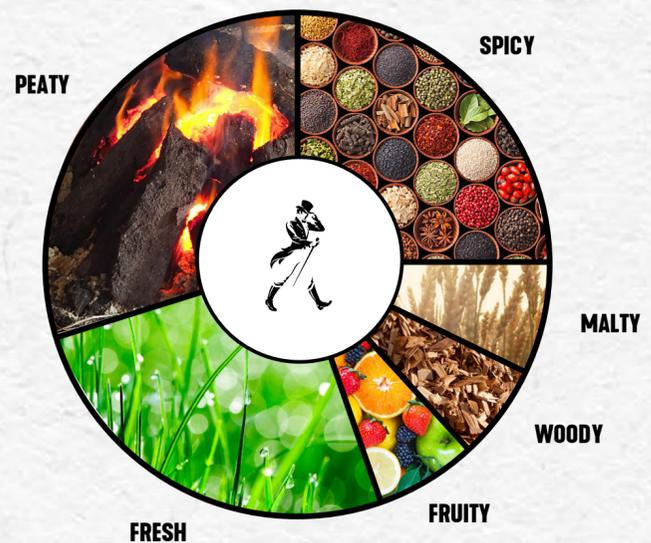
Alcohol Content – 9.48 grams

HOW TO MAKE

- 30 ml of Johnnie Walker Red Label
- 120 ml of Ginger Ale
- Garnish with Lime and Fresh Red Chilli.

Add Johnnie Walker Red label and ginger ale together in a glass of ice and mix together. Garnish with lime and fresh red chilli.

RED LABEL FLAVOUR WHEEL



FOOD COMBINATIONS

Green Bean, Pear & Blue Cheese Salad. These three simple ingredients are well-balanced and work perfectly alongside Red Label.

Other food options:

Salted caramel, smoked almonds, jamon, manchego.



FOOD AND WHISKY COMBINATIONS TO TRY

#2 FOOD & WHISKY COMBINATION

JOHNNIE WALKER BLACK WHISKY SERVE



JOHNNIE WALKER BLACK LABEL, BLACKCURRANT ICED TEA, TAWNY PORT

Typically, a dish like this would be paired with a heavily tannic wine. Simply serve a JW Black Label with chilled blackcurrant tea and a spoon of tawny port for sweetness.

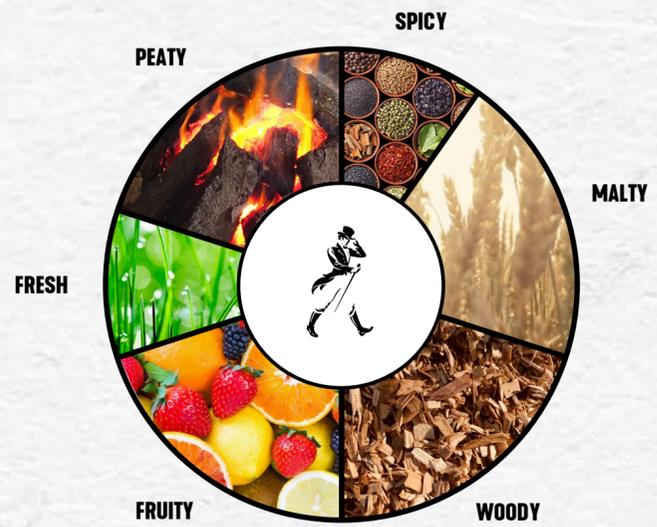
Alcohol Content – 6.81 grams

HOW TO MAKE

- 15 ml of Johnnie Walker Black Label
- 120 ml of Blackcurrant Iced Tea
- 15 ml of Tawny Port

Stir your measure of Johnnie Walker Black Label in with the Blackcurrant Iced Tea. Once this has been added, gently add the tawny port to finish. Serve in a stemless wine glass with ice.

BLACK LABEL FLAVOUR WHEEL



FOOD COMBINATIONS

Try a BBQ Striploin of beef with chimichurri. The caramelized edge of the steak is a perfect note to set off the whisky's core character.

Other food options:

Grilled meats, smoked salmon, raw seafoods, fruit cake, brioche bread.



FOOD AND WHISKY COMBINATIONS TO TRY

#3 FOOD & WHISKY COMBINATION

JOHNNIE WALKER BLUE WHISKY SERVE



BLUE LABEL COFFEE TODDY

Use Johnnie Walker Blue Label, Filter coffee, agave nectar, and belsazar vermouth. Something this decadent needs a touch of bitterness to balance and shine.

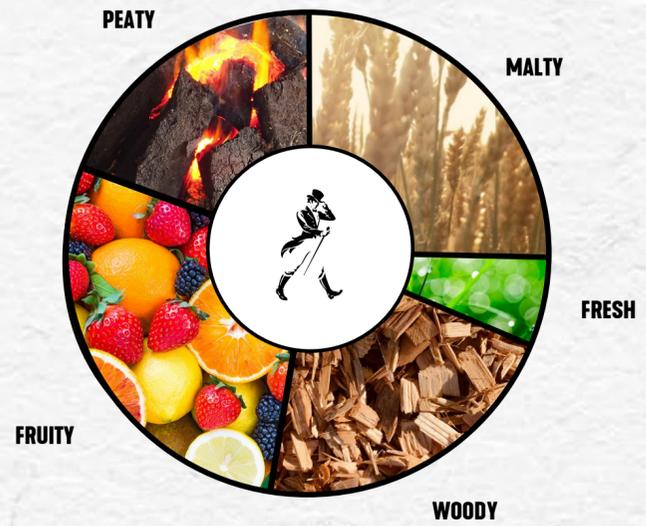
Alcohol Content – 9.28 grams

HOW TO MAKE

- 15 ml of Johnnie Walker Blue Label
- 100 ml of Filter Coffee
- 10 ml or Agave Nectar
- 15 ml of Belsazar Vermouth

Add all ingredients to a pot and heat on a low heat of 55 degrees. Stir ingredients thoroughly and, when liquid is close to the boil, take off heat and serve in a toddy or coffee cup.

BLUE LABEL FLAVOUR WHEEL



FOOD COMBINATIONS

Serve with a creme caramel. The silky sweet custard, laced with warm vanilla seeds and caramel bitter notes pair beautifully with Blue label.

Other food options:

Puff pastry, vanilla ice cream, chocolate tart, honeycomb, duck glazed in honey, charcuterie, and mustard fruit.

