

FOOD AND BEVERAGE

Johnnie Walker, stars of FX's 'The Bear' toast to 76th Emmy Awards

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The Scottish whiskey distiller's Blue Label brand has tapped the cast of a popular show about Chicago's culinary scene to craft exclusive cocktails. Image credit: Johnnie Walker

By LUXURY DAILY NEWS SERVICE

Scottish whiskey distiller **Johnnie Walker** is partnering with actors from a popular FX show.

The brand is making specially-crafted cocktails with both Blue Label and stars of "The Bear" in honor of the 76th Emmy Awards. On the back of the celebrity engagement, the event's official spirits partner will launch a series of offline culinary experiences this month, delivering exclusive pairings created in collaboration with American actor Ebon Moss-Bachrach and culinary producer Courtney Storer to those ages 21-and-up across California, New York, Miami and Chicago this month.

"Johnnie Walker is an iconic brand known for bringing its bold, progressive spirit to life's biggest moments and as we look to take the brand into the future, we're honored to work with like-minded partners who also shape culture through their respective crafts," said Josh Dean, vice president at Johnnie Walker, **Diageo North America**, in a statement.

"Starting with this year's Emmys, our partnerships will redefine whisky occasions and reintroduce Johnnie Walker Blue Label not only as a staple for momentous milestones, but also its role in everyday celebrations for those who appreciate fresh, uniquely luxurious and memorable experiences."

Pairing Blue Label and "The Bear"

Three new cocktails made with Johnnie Walker Blue Label are being advertised in conjunction with innovative food counterparts.



The brand is making specially-crafted cocktails with both Blue Label and stars of "The Bear" in honor of the 76th Emmy Awards. Image credit: Johnnie Walker

From a caramelized onion burger complemented by a reimagined Whisky Sour to a steak frites plate that involves "an elevated twist of a Rob Roy" and a Chicago-style burger with a frozen coffee side, each pairing draws from Mr. Moss-Bachrach and Ms. Storer's passion for flavors, offering a fresh perspective on Blue Label's versatility and encouraging consumers to infuse high-end mixology into their at-home Emmy celebrations.

The activation comes as the company enacts a strategy to amp up its connections to culture and the arts ([see story](#)), in an effort to redefine the expectations and occasions associated with the enjoyment of its spirits.

"I'm thrilled to share my love for food and whisky by partnering with Johnnie Walker and having the opportunity to work with Courtney Storer again, alongside Charles Joly to help bring their incredible craftsmanship to fans across the country," said Mr. Moss-Bachrach, in a statement.

"We've developed three delicious pairings that demonstrate our passion for flavor exploration while integrating Johnnie Walker Blue Label in ways you might not expect," he said. "It's been a fun and creative journey that I can't wait for people to try."



Each pairing draws from Mr. Moss-Bachrach and Ms. Storer's culinary perspective, highlighting Blue Label's versatility. Image credit: Johnnie Walker

Following the Emmy Awards, fans can experience these bespoke pairings through the Blue List, a selection of bars and restaurants in major cities.

Consumers can follow @JohnnieWalkerUS across social media platforms to track event series updates.

"I love using Johnnie Walker Blue Label to complement and inspire dishes that create an exceptional culinary experience because of its depth of character achieved by blending rare and perfectly aged whiskies," said Ms. Storer, in a statement.

"Our goal was to highlight the subtle nuances in Blue Label and offer a journey of flavor for fans tuning in to the Emmy Awards at home or seeking inspiration when ordering Blue Label while dining out."

The Emmys will air from the Peacock Theater at L.A. LIVE in Los Angeles on Sunday, Sept. 15, from 8-11 p.m. Eastern on ABC, and will stream the next day on Hulu.

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