

# Discover Johnnie Walker online whisky profiler

To assist whisky drinkers in identifying their taste profile and their perfect Johnnie Walker flavour match, the brand has launched an online whisky profiler guide, which will be demonstrated live in May 2014 at the King of Flavour Experience.



The brand and South Africa's Top Chef of 2013, executive chef, David Higgs have deconstructed its flavours, using molecular gastronomy and visual stimuli and sound to identify the users' preferred mood, aroma and serving to reveal a personalised flavour match.

"We understand that every offering is as distinct as the people who drink it. From the spicy tingle of Red Label to the sweet and honeyed tones of Gold Label Reserve, each one is unique. With this in mind we set about creating 'Meet your Match' to help whisky enthusiasts discover their taste profile and identify their perfect match," says Brandon Weaver, Johnnie Walker Brand Manager.

## Win tickets

Once users have identified their match, they will receive a special offer voucher on their next purchase of Johnnie Walker and a chance to win tickets to the exclusive King of Flavour Experience for themselves and three friends. The promotion runs from now until 30 June 2014, with vouchers redeemable at participating Pick 'n Pay stores nationwide for one month from date of receipt. The discounts are Red Label - R15; Black Label - R30; Gold Label Reserve - R50; Platinum Label - R100

Entries to win tickets to the King of Flavour Experience close on 9 May 2014.

Taking place at Shine Studios in Braamfontein on 22 and 23 May 2014, this will give fans the opportunity to rub shoulders with celebrity guests DJ Fresh, Jeannie D, Mokena Makeka and Bob Skinstad. Guests will go on a physical flavour journey, travelling through a series of interconnected rooms to experience the flavours such as spice, smoke and honey. Higgs has developed 15 unique expressions of these flavours, disguised in different foods for guest to taste.



## Your whisky match

"This is a unique opportunity for guests to discover their whisky match by tasting flavours without knowing what they are," says Higgs. "That way we get an honest opinion of their likes and dislikes in a fun and accurate way, which allows us to identify as close to a perfect match as possible."

Discover your perfect match at [www.meetyourmatchsa.co.za](http://www.meetyourmatchsa.co.za) and view the introductory video here:

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