



Johnnie Walker Masters of Flavour: An Iconic Design Reinterpreted

Case Study for High-End Finishing of Wine and Spirits Packaging

A label at precisely twenty degrees and the iconic Striding Man: **Johnnie Walker** is recognized at a glance, the world over.

How can this iconic design be portrayed for a special edition in such a way that it emphasizes its unique character while still conveying the recognition value of the world's best-selling Scotch Whisky? This challenge had to be overcome when **the world's leading Premium Drinks Company, Diageo**, designed its highly limited special edition '**Masters of Flavour**.'

The ambitious project was implemented in cooperation with several strong partners:



Diageo

Global leader in alcoholic beverages with over 200 outstanding brands across spirits and beer.



Baccarat

Whether luxurious jewelry, elegant tableware, or lavish chandeliers: The traditional crystal manufacturer conjures up brilliant creations.



Segede

With its origins in the goldsmithing sector, Segede now offers high-quality accessories for exclusive decanters.

The Goal

Only 288 bottles were produced for the **Masters of Flavour** special edition with whiskies that were at least 48 years old. From elegant decanters to premium-quality crystal closures and tailor-made oak cases, all components emphasize the exclusive character of the high-priced special edition.

The decoration posed a particular challenge: On the one hand, it needed to blend harmoniously into the overall concept of warm wood tones with rich moss green and refined gold notes. On the other hand, the label had to be particularly adhesive.



The Solution



To refine the crystal decanter, **KURZ** chose a matte champagne gold decoration, which was applied using highly efficient hot stamping.

The process combines several advantages:

- Virtually unlimited design freedom – high-gloss, matte, or with relief effects
- Very high process efficiency with optimal application performance
- High-performance finishing with excellent adhesion

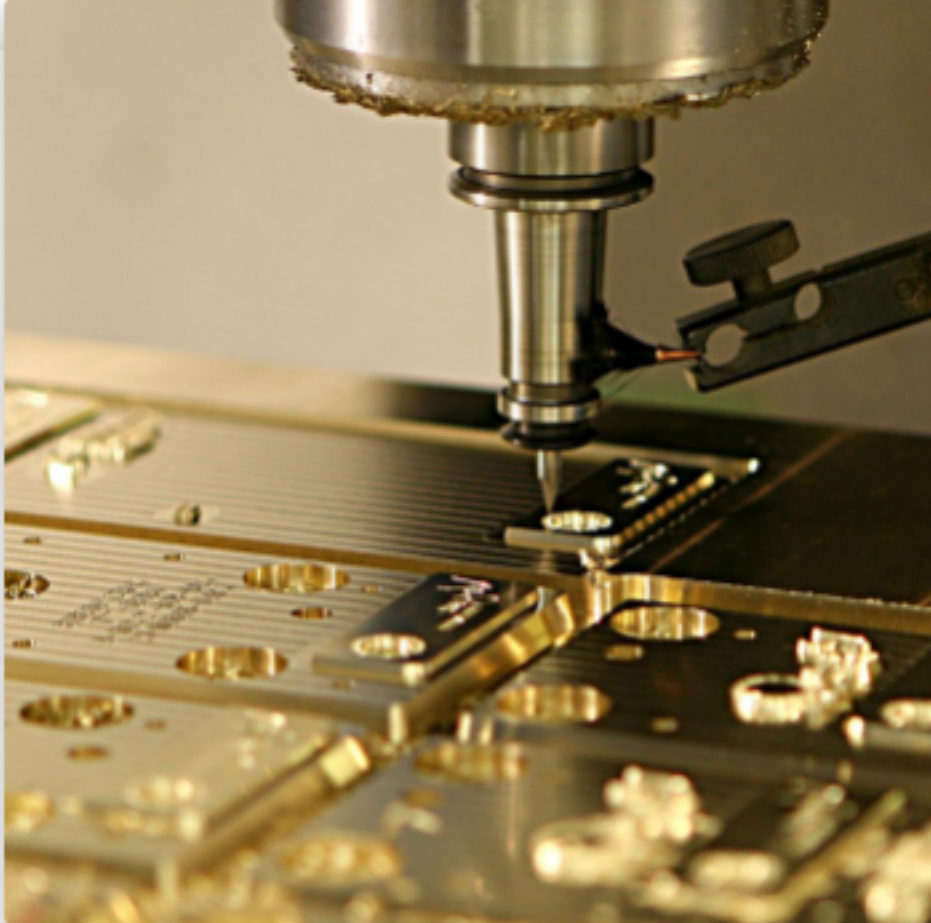
Using the process that can be used on a wide range of substrates, filigree metallic lettering in a subtle gold tone was created, boasting high-precision embossing with sharp contours.

Why KURZ?

Exclusive products place particularly high demands on their packaging and labels. **KURZ** uses its many years of expertise in surface finishing to offer the process that exactly meets customer requirements for every project. This allows series production as well as small order quantities and special series to be realized efficiently. The specialist in thin-film technology is constantly developing its decoration solutions and optimizing its processes so that several individual adaptations of a finishing can often be implemented in just one work step. With **KURZ**, you can expect not only resource- and energy-saving production, but also a result that inspires with rich colors, precious metallic effects, or even breathtaking holographic effects.



Highly customized high-end finishing



Applications for series production and special series



Consulting on design and finishing processes