

VENTURE FAIRE



JOHNNIE WALKER

JOHNNIE WALKER
PRINCES STREET

JOHNNIE WALKER

JOHNNIE WALKER

PRINCES STREET

CONTENTS

VENUE HIRE	3
A VENUE FOR EVERYONE	4
EVENT SPACE OVERVIEW	5
LABEL STUDIO	6
LEARNING FOR LIFE ACADEMY	9
1820 ROOFTOP BAR	12
THE BLUE ROOM	15
EXPLORERS' BOTHY BAR	18

FULL VENUE TAKEOVER	21
EVENT PACKAGES	23
CATERING	25
EXPERIENCES	26
GIFTING	29
LOCATION	30
CONTACT	31





VENUE HIRE AT JOHNNIE WALKER PRINCES STREET

Whether you're entertaining, learning or celebrating, our landmark city centre location, coupled with the most spectacular views of Edinburgh Castle, means your next event is guaranteed to be unforgettable.

Johnnie Walker Princes Street is an immersive eight-floor whisky experience offering immersive tours, unique and beautiful spaces ready for business and pleasure, and sensational drams. We're not just here for whisky drinkers though, we're also here for those looking to try something new.

Located in the heart of Edinburgh's city centre, against the backdrop of the famous castle, our remarkable brand home was purpose-built to deliver world-class experiences and events. We are proud to have been crowned the World's leading Spirit Experience and have earned a Green Tourism Gold Award for sustainable practices.

Each space has been designed to impress, from the incredible skyline views in our Label Studio and two world-class rooftop bars to the modern hub of mixology in our Learning of Life Academy. Each is entirely customisable and fully equipped with the latest technology, including high-quality sound and lighting, superfast WI-FI and high-performance AV systems.

From our passionate bartenders and expert guides to our talented performance artists and brilliant retail staff, our dedicated team will guarantee your event runs smoothly.

A VENUE FOR EVERYONE



Right from the beginning, it was our aim to make Johnnie Walker Princes Street an experience that was truly accessible for all.

Making this a reality is our incredible team, always on hand to support guests and committed to working with 'Euan's Guide' to ensure we meet the highest industry standards for accessibility.

We are proud to have also been awarded a Green Tourism Gold certification, recognising our dedication to sustainability and the environment.

On top of all that, we have also ensured that our drinks menu has something for everyone. You won't just find the best whiskies but also a carefully curated mix of cocktails, spirits, liqueurs, wines and beers, along with an enticing array of mocktails and soft drinks.

If you're looking for a flexible, dynamic venue with spectacular views, top facilities and world class catering, then look no further.



EVENT SPACE & CAPACITY OVERVIEW



DIMENSIONS

SPACE	TOTAL AREA	HEIGHT	LENGTH	WIDTH
LABEL STUDIO	205m ²	3.2m	19.75m	10.64m
LEARNING FOR LIFE ACADEMY	114m ²	2.87m	7.32m	10.82m
1820 ROOFTOP BAR	152m ²	3.04m	26.2m	12.64m
THE BLUE ROOM	24m ²	3.3m	5.93m	4.07m
EXPLORERS' BOTHY	172.4m ²	3.9m	13.8m	12.5m

CAPACITY

SEATED	STANDING	THEATRE STYLE	ROUND TABLE	CABARET	BOARDROOM
120	180	130	120	60	-
-	30	-	-	-	10
50	80	-	-	-	-
12	-	-	-	-	-
42	60	-	-	-	-

*Capacity is a guide subject to your event set up requirements T&C's apply.

LABEL STUDIO

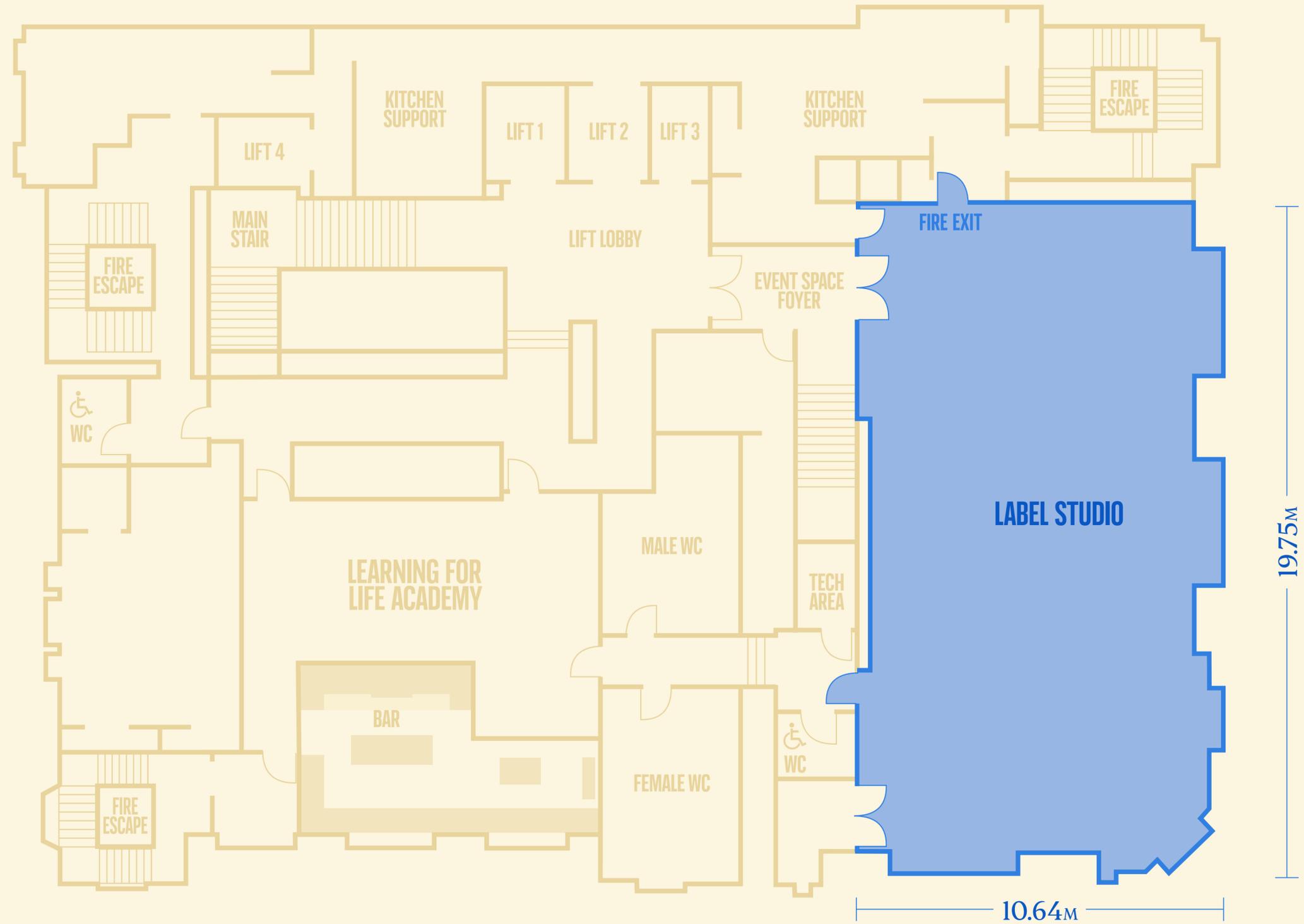
The largest of our event spaces, the Label Studio offers unrivalled views of Edinburgh's iconic castle, superfast WiFi, hi-spec lighting and AV equipment. Located on the 4th floor, it can be adapted to accommodate up to 180 guests for events as wide and varied as product launches, brand activations, art exhibitions, live music, photoshoots, screenings, fashion shows and press conferences.

STANDING	180
THEATRE STYLE	130
ROUND TABLE	120
CABARET	60

*Capacities subject to change dependent on the need for equipment/stages/dressing.

LABEL STUDIO SPECIFICATIONS

TOTAL AREA	205M ²
CEILING HEIGHT	3.2M
LENGTH	19.75M
WIDTH	10.64M



4 LABEL STUDIO



LEARNING FOR LIFE ACADEMY

The Learning for Life Academy is a hub of innovation and creativity – a contemporary space that offers versatility and a range of customisable options on our fourth floor. It can be adapted to provide an intimate workshop space, a place for drinks receptions or act as an annex to the Label Studio next door.

STANDING

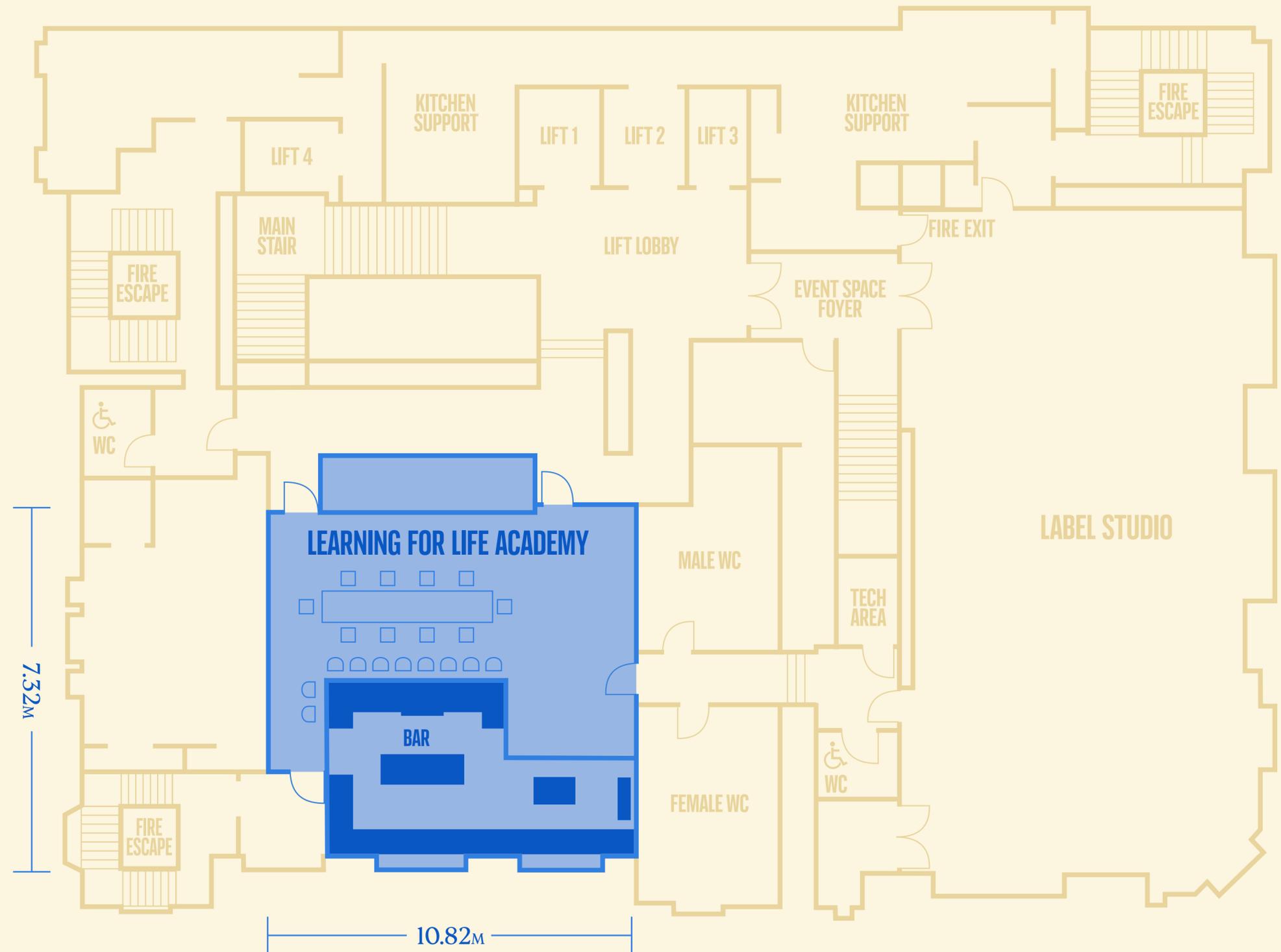
30

BOARDROOM

10

LEARNING FOR LIFE ACADEMY SPECIFICATIONS

TOTAL AREA	114M ²
CEILING HEIGHT	2.87M
LENGTH	7.32M
WIDTH	10.82M



4 LEARNING FOR LIFE ACADEMY



1820 ROOFTOP BAR

With unrivalled skyline views overlooking the castle, outdoor seating, locally sourced cuisine and carefully crafted whisky cocktails, there is no setting anywhere in Edinburgh quite like our 1820 rooftop bar.

Available for exclusive hire for private events, this venue will deliver the wow factor you're looking for and is the ideal spot to indulge in world-class food and drink.

STANDING

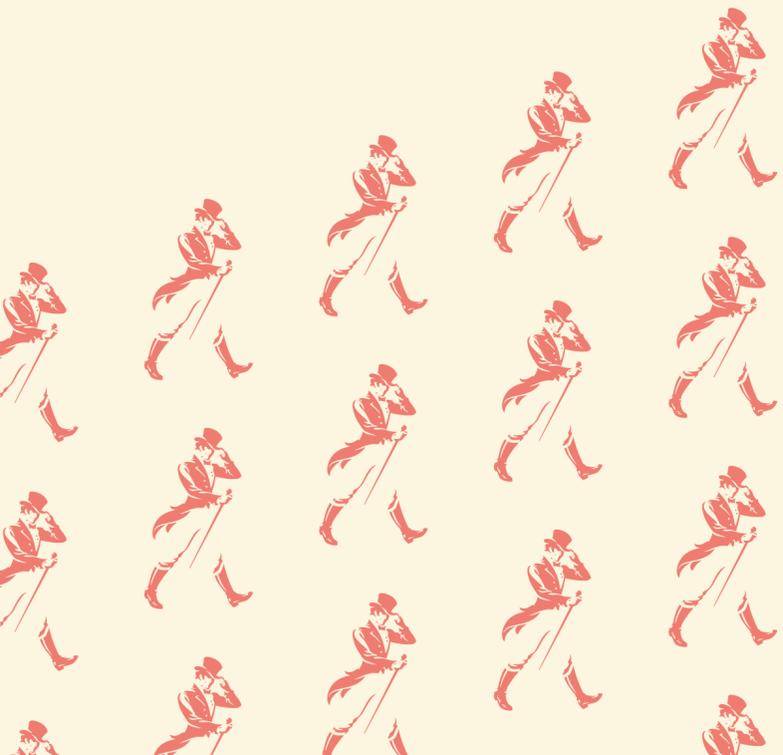
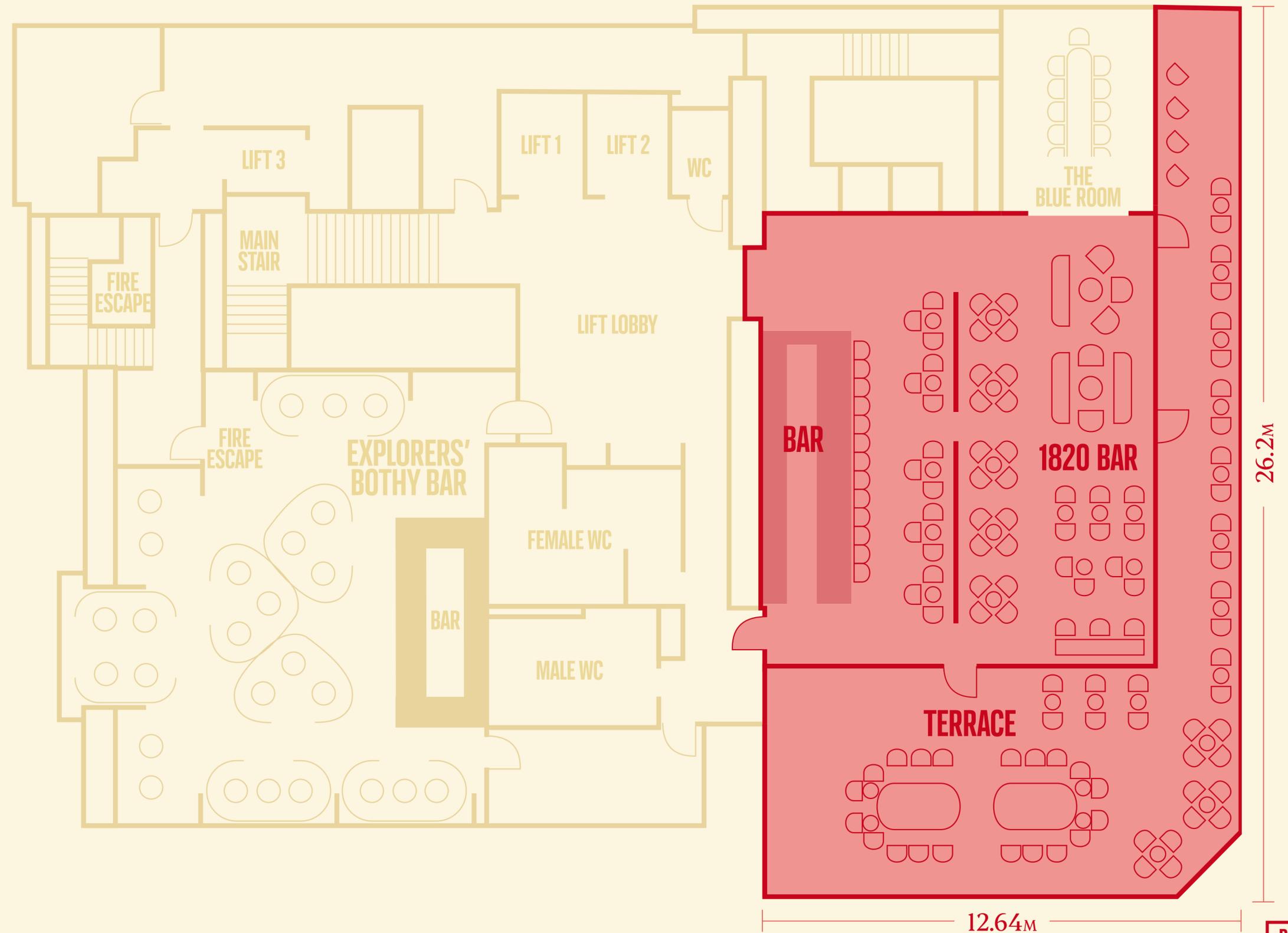
80

SEATED

50

1820 ROOFTOP BAR SPECIFICATIONS

TOTAL AREA	152M ²
CEILING HEIGHT	3.04M
LENGTH	26.2M
WIDTH	12.64M



6 1820 ROOFTOP BAR



THE BLUE ROOM

Our intimate private dining area is perfect for VIP groups, with exquisite views and marvellous food and drinks.

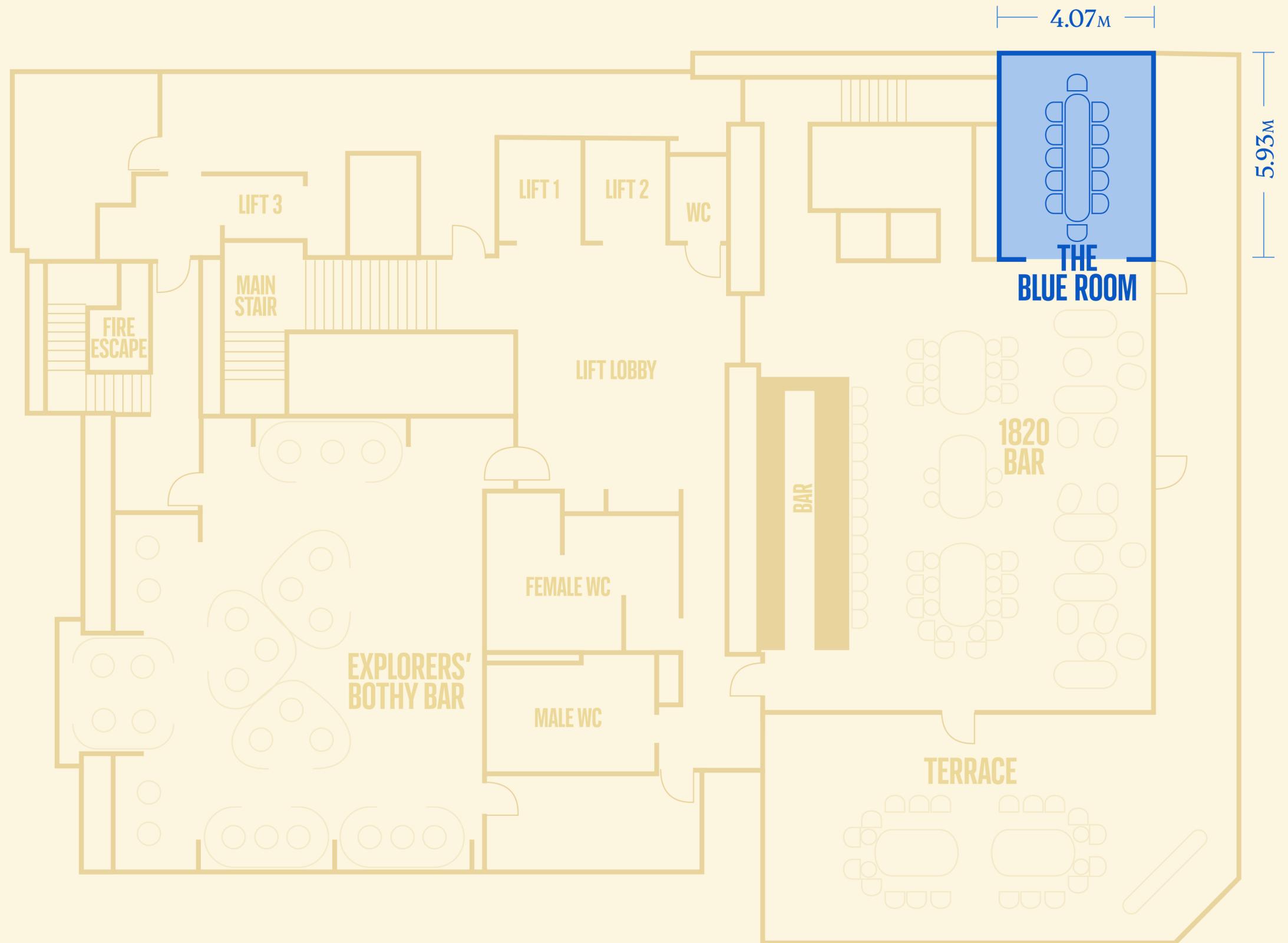
Offering floor-to-ceiling views of Edinburgh Castle and beyond, with seating for up to 12 people, The Blue Room is included with exclusive hire of the 1820 rooftop bar and terrace, or it can be booked on its own for smaller events.

SEATED

12

THE BLUE ROOM SPECIFICATIONS

TOTAL AREA	24M ²
CEILING HEIGHT	3.3M
LENGTH	5.93M
WIDTH	4.07M



6 THE BLUE ROOM



EXPLORERS' BOTHY BAR

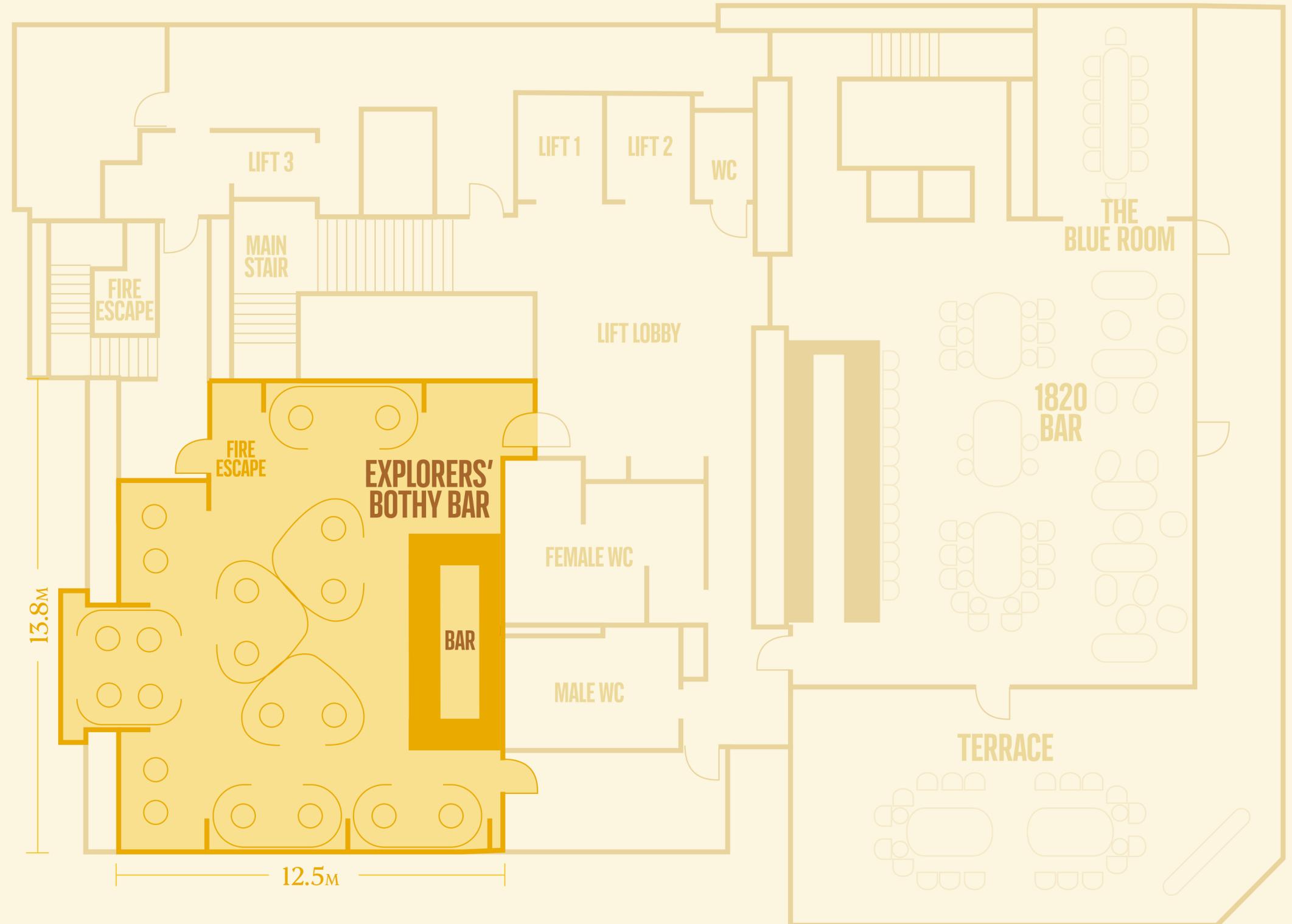
Swap ordinary for extraordinary in this cosy rooftop bar. Enjoy cocktails with a creative twist, crafted and served by our expert mixologists or indulge in our bespoke experience, Stir, where two Michelin-star chefs designed a menu to ignite your senses with an incredible combination of flavours.

Perfect for private functions, brand activations, or reception events, this space can be hired exclusively to give your guests an extraordinary experience.

STANDING	60
SEATED	42

EXPLORERS' BOTHY BAR SPECIFICATIONS

TOTAL AREA	172.4M ²
CEILING HEIGHT	3.9M
LENGTH	13.8M
WIDTH	12.5M



6 EXPLORERS' BOTHY BAR



FULL VENUE TAKEOVER

Exclusive hire.

Johnnie Walker Princes Street is the perfect spot to blow your guests away with breath-taking views of Edinburgh, state-of-the-art facilities, and an incredible experiential retail space. You even have the freedom to customise key touchpoints throughout the venue - such as digital screens, outdoor lighting or even a complete atrium takeover – to magnify your event.

If you're planning a larger-scale event, speak to our team about how you can create a unique experience across eight floors of our building.





LABEL STUDIO EVENT PACKAGES

Host an unforgettable event overlooking Edinburgh Castle with a tailor-made events packages.

DRINKS RECEPTION PACKAGE

MIN 60 PERSONS, MAX 180 STANDING

Soak up the views with world-class cocktails and sensational catering with a reception event your guests won't forget.

DAILY DELEGATE RATE PACKAGE

MIN 60 PERSONS, MAX 120 SEATED

There's no better space to host your next meeting, conference or training session than our Label Studio event space. Our DDR package includes modern facilities, delicious refreshments, and a fantastic lunch.

Minimum numbers apply. Have something special in mind? Our Events Team would be delighted to discuss bespoke packages tailored to your unique needs and preferences.





ENHANCE YOUR EVENT

If you want to make your event one your guests will never forget, you can add world-class catering, our five-star Journey of Flavour experience, or personalised gifts for your guests to take home.



CATERING

Food and drink lie at the heart of everything we do at Johnnie Walker Princes Street.

Our Scottish roots are evident in all our menus, which have been created with fresh, vibrant and locally sourced ingredients.

Our in-house catering team will work with every client on an individual basis to deliver a flawless, world-class experience that is sure to delight and inspire your guests.

From small-bite cuisine created with great chefs' flair to inventive whisky dinners conceived by culinary artists and ingenious whisky masters, this is about exciting, future-thinking food.





EXPERIENCES

Add a new dimension to your event with our range of whisky experiences. Each offers something completely unique, giving you the chance to impress your guests on a whole new level.

JOHNNIE WALKER JOURNEY OF FLAVOUR

Add a new dimension to your event – this immersive, interactive, full-sensory experience uses light and special effects unlike anything ever seen in Scotland.

Embark on our signature five star whisky tour and join us on an epic sensory journey like no other. Uncover the story of Johnnie Walker, discover your personal flavour profile and enjoy three delicious cocktails tailor made to your tastebuds.

**ENJOY THREE TAILORED WHISKY COCKTAILS WITH
NON-ALCOHOLIC OPTIONS ALSO AVAILABLE**

DURATION: 1.5 HRS

MAX CAPACITY: 22

**TOURS DEPART REGULARLY AND WE CAN ADJUST TO YOUR SCHEDULE ON
REQUEST. AUDIO GUIDES ARE AVAILABLE IN FRENCH, SPANISH, GERMAN AND
MANDARIN, SUBJECT TO AVAILABILITY. IF YOU HAVE ADDITIONAL LANGUAGE
REQUESTS PLEASE ENQUIRE.**

[BOOK HERE](#)

Note: this tour is highly immersive and uses a combination of light, media, music, sensory moments and special effects that may not be suitable for all audiences.



EXPERIENCES



WHISKY EXPLORERS AT THE EXPLORERS' BOTHY

Led by one of the whisky specialists in our Explorers' Bothy bar, this sensory tasting experience offers a curated exploration of Scotland's liquid landscape, with 5 extraordinary expressions from iconic whisky regions like Islay, the Highlands and Speyside, each matured for a minimum of 12 years.

[BOOK HERE](#)

DURATION: 1 HR

JOHNNIE & THE CHOCOLATIER

Indulge in a guided tasting journey from our whisky experts, featuring four iconic Johnnie Walker drams, each perfectly paired with a decadent luxury chocolate truffle, created by Iain Burnett, the Highland Chocolatier. Your experience will culminate with a dram of the highly sought-after John Walker & Sons King George V, which includes some of the rarest whiskies from irreplaceable casks from Port Ellen Distillery.

[BOOK HERE](#)

DURATION: 1.5 HRS

WHISKY MAKERS' CELLAR TASTING EXPERIENCE

Designed specifically for whisky connoisseurs and held in our underground cellar, this unparalleled experience offers you the chance to taste exceptional whiskies direct from our private casks, as well as exclusive Johnnie Walker expressions created right here at Princes Street by our master makers.

[BOOK HERE](#)

DURATION: 1.5 HRS



GIFTING INSPIRATION

Our whisky emporium gives your guests the chance to take home more than just memories. From personalised bottles to bespoke travel items for overseas visitors, we offer a huge range of retail purchases that can add to your experience.

Gift bottles can be engraved with the name of your event, your company, or even the name of each attendee. What's more, your guests can pinpoint their perfect whisky with our innovative and interactive flavour mapping service - available via our tablets on the shop floor.

Our Events Team will be happy to help you find the best options for you, your budget, and your guests.

LOCATION

Johnnie Walker Princes Street is highly accessible wherever your guests are coming from. With excellent air, road and rail routes, it's really easy to get here.

We're located in the heart of Edinburgh's west end and our central location makes travelling green easy. We're just a 15-minute walk from both Haymarket and Waverley Station. And if you're coming from Edinburgh Airport, we're just 30 minutes away via tram or the Airlink bus.



 145 Princes St, Edinburgh EH2 4BL

-  PLACE OF INTEREST
-  DISTRICT
-  TRANSPORT LINK

Haymarket Station:	0.5 MILES	Princes Street Gardens:	0.1 MILES	Festival Square:	0.2 MILES
Edinburgh Castle:	0.6 MILES	City Chambers:	0.8 MILES	Shandwick Place Tram Stop:	0.1 MILES
Grassmarket:	0.6 MILES	Waverley Station:	0.8 MILES	Princes Street Tram Stop:	0.4 MILES
National Museum of Scotland:	0.9 MILES	Scott Monument:	0.6 MILES	St Andrews' Square Tram Stop:	0.8 MILES
Ross Fountain:	0.2 MILES	Edinburgh Bus Station:	0.9 MILES		

GET IN TOUCH

TO FIND OUT HOW WE CAN HELP BRING YOUR
EVENT TO LIFE, FROM CONCEPT TO REALITY,
CONTACT THE EVENTS TEAM AT:

 www.johnniewalkerprincesstreet.com

 [@johnnie-walker-princes-street](https://www.linkedin.com/company/johnnie-walker-princes-street)

 [@johnniewalkerprincesstreet](https://www.instagram.com/johnniewalkerprincesstreet)

 www.facebook.com/JohnnieWalker

 JWPSeventsenquiries@diageo.com



JOHNNIE  WALKER

PRINCES STREET

