

Session	Decarbonizing the Glass Industry (II)		
Date	APRIL 11, 2025		
Time (CET)	13:15 - 13:45		
Chair	Değer Demircan Acıroğlu		

How & Why We Developed The World's Lightest 70cl Glass Scotch Whisky Bottle

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Biography¹

Jeremy Lindley is responsible for transforming the Design capability and output of Diageo's current brands and new products worldwide. Diageo is the world's leading premium drinks business. Standout projects include Johnnie Walker Blue Label Ultra, Guinness Harp dispense fount (winner of the DBA Design Effectiveness Grand Prix 2020) and the Johnnie Walker Princes Street Brand Home in Edinburgh.

Prior to joining Diageo Jeremy was Head of Design for Tesco, responsible for the portfolio of 19,000 private label products and for leading the Store Formats and Design teams. His early career was as a Freelance Designer and University Lecturer.

Jeremy is a Cannes Lions and TEDx speaker. He is Chair of Trustees of the charity Achord, Former Chair of the Design Business Association and a visiting Lecturer at Omnes Business School.

Biography²

Adi Raz joined SignatureGlass 13 years ago bringing with him ample curiosity and an array of international sales and business development experience and practices from the sportswear, event production and promotional goods sales. Adi took on the position of CEO of the SignatureGlass company on 1.1.25.

SignatureGlass serves Sisecam as a combination of a tender boat and tug boat with special emphasis on B2B glassware. This allows for some extra flexibility, ideation and "play room" within the traditional glass industry and this is where the joint work with Diageo's design team comes into effect.



Abstract

Johnnie Walker and Sisecam recently unveiled a first-of-its kind, boundary-breaking innovation. Johnnie Walker Blue Label Ultra, the world's lightest 70cl Scotch whisky glass bottle; a design that takes bold strides and dares to experiment with a recognised paradigm of luxury. With the luxury world heading in a new direction – one where 'understated' is the new 'overstated' and 'delicacy' the new 'heavy' – we sought to experiment with luxury whisky to see what might be possible in lightweighting glass.

At just 180g – half the weight of the brand's next-lightest whisky glass bottle – Johnnie Walker Blue Label Ultra has been created by adopting the 'concept car' approach and designing without limitation. Johnnie Walker, SignatureGlass and Sisecam rethought all aspects of how the bottle is designed, made and transported: from hand-blowing the glass, to using a teardrop shape which, for the first time ever, meant rethinking the iconic Johnnie Walker square bottle.

The result is an industry-first that, as well as achieving exquisite beauty, has a lower impact upon the planet in terms of carbon. The knowledge garnered over these five years is already being applied to lightweighting projects across the Diageo range. The brand's findings have been granted a patent and in order to encourage further progress in the industry – and in a first for Diageo – the license will be offered royalty-free to anyone in the world who wishes to share in these discoveries.

In celebration of this technological breakthrough 888 limited-edition bottles will be on sale, starting in the UK in February 2025 and then in the US, Singapore and Northern Europe, RRP £1000.

Johnnie Walker Blue Label Ultra was born out of a vision for the future of luxury. The technical challenges that lightweighting presents led us to incorporate design and production specifications that we could not have envisaged at the start of our journey

Notes

Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits and beer categories. These brands include Johnnie Walker, Crown Royal, J&B and Buchanan's whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Following extensive research, to the best of our knowledge, Johnnie Walker Blue Label Ultra is the world's lightest 70cl Scotch whisky glass bottle.

In general, independent studies show that, all else equal, for every gramme of glass reduced that means over half a gramme less carbon emissions in production.

- Source: British Glass UK glass manufacturing sector decarbonisation roadmap to 2050 page 6.

