

ALESSANDRO ORZES



Photographic guide to

# WHISKY WATER JUGS



[www.whiskyjugs.it](http://www.whiskyjugs.it)





## ADVERTISING WHISKY JUGS

Advertising jugs are collectibles that are highly prized by whiskey and vintage memorabilia enthusiasts. Mainly used between the 1950s and 1980s by whiskey producers as marketing tools, these terracotta, ceramic, silver or glass jugs feature the logo and distinctive designs of famous distilleries, such as Dewar's, Usher's, Bells, Johnnie Walker, Watson's, Jameson and many others. In addition to their primary use, to add fresh but not iced water for a correct serving of whiskey, they were often displayed in pubs and bars to promote the various brands. Today they are rarely produced and represent a fascinating piece of whiskey history and are objects sought after by collectors from all over the world. In this small volume I have included a series of images from my collection, only photos without text or explanations, showing pieces that are perhaps uncommon and difficult to find with the sole purpose of sharing them with collector friends from all over the world.

Alessandro Orzes

















The history of Buchanan's began in **1884**, when the Scottish-Canadian entrepreneur James Buchanan founded James Buchanan & Co. in London. His goal was to create a smoother and more approachable Scotch whisky compared to the heavily peated blends of the time, thereby appealing to the English market.



**1885**

Success came quickly: as early as 1885, Buchanan secured an important contract to supply whisky to the British Parliament, and in **1898** he received the prestigious Royal Warrant as an official supplier to Queen Victoria's Royal Household.



One of his most famous blends was "Buchanan's Blend," which later became known as **Black & White**, recognizable for its black-and-white label and the iconic Scottish Terrier and West Highland Terrier featured on the brand.



**1925**

Throughout the 20th century, the company expanded internationally and, in **1925**, became part of **The Distillers Company**.



Today, Buchanan's is especially popular in Latin America and the United States, where it is regarded as one of the most appreciated premium blended Scotch whiskies, thanks to its smooth and balanced style that still reflects the founder's original vision.

ESTD  1884

# BUCHANAN'S®

— BLENDED SCOTCH WHISKY —







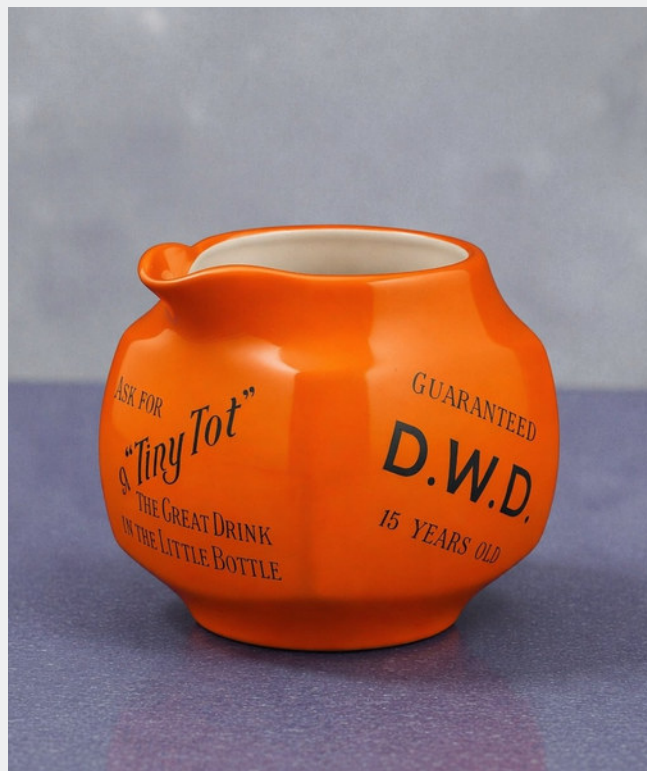


















ESTD



1627

# HAIG®

— BLENDED SCOTCH WHISKY —

The story of Haig began in **1627**, when John Haig began distilling on his farm near Markinch, in the heart of Speyside. With a spirit of independence and a passion for quality, he laid the foundations for a legacy that would cross the centuries.



OVER 390 YEARS OF INDEPENDENCE. A LEGACY OF QUALITY.

1627

1627

John Haig founded his distillery in Scotland, beginning a tradition of whisky making that has endured for over 390 years.

HAIG & CO

MARKINCH

19TH CENTURY

Haig & Co. grew steadily, becoming one of the most respected names in Scotch whisky. Its whiskies were known for their light, elegant and refined character.



BY APPOINTMENT TO  
HIS MAJESTY THE KING  
SCOTCH WHISKY  
HAIG & CO. LTD.

1930s

Haig earned a Royal Warrant as supplier of Scotch whisky to the British Royal Household, a recognition of its unwavering quality and reputation.

DIMPLE.

HAIG  
BORN 1893

1950s

Haig introduced **Dimple**, the world's first luxury blended Scotch, recognizable by its unique triangular bottle.



TODAY

Haig continues to innovate while honoring its heritage, creating modern expressions that reflect its timeless commitment to craftsmanship and excellence.















FOUNDED —



— 1608 —

# OLD BUSHMILLS®

## IRISH WHISKEY

The story of Old Bushmills begins in 1608, when Sir Thomas Phillips was granted the first official license to distill whiskey in Ireland, in the village of Bushmills, in the County of Antrim.

For over 415 years, we have crafted whiskey with tradition, patience and passion.

SAME HERITAGE.  
TIMELESS QUALITY.



OLD BUSHMILLS  
DISTILLERY CO.  
BUSHMILLS  
COUNTY ANTRIM  
IRELAND



### THE ORIGINS

Founded in 1608, one of the world's oldest whiskey distilleries, still active today.



### TRADITION

Over four centuries of experience in distillation, passed down with pride from generation to generation.



### QUALITY

Carefully selected ingredients, copper stills and oak casks create a whiskey with a unique and unmistakable character.



### HERITAGE

A legacy of knowledge, tradition and passion that continues to set Old Bushmills apart around the world.

OVER 415 YEARS OF TRADITION. A HERITAGE OF QUALITY.

1608

### 1608 – THE BEGINNING

Sir Thomas Phillips was granted the first official license to distill whiskey in Ireland. Thus was born the Old Bushmills Distillery.

17TH–18TH  
CENTURY

### 17TH–18TH CENTURY

Old Bushmills grew to become a benchmark for quality. Its traditional techniques have been passed down through generations.



### 19TH CENTURY

The distillery continued to innovate, adopting copper stills and carefully selecting casks to achieve exceptional quality.

20TH CENTURY  
INTERNATIONAL  
RECOGNITION

### 20TH CENTURY

Old Bushmills earned international recognition, becoming one of the most awarded Irish whiskeys in the world.



### TODAY

Old Bushmills continues to write its story with passion, respect for its origins and a commitment to excellence.







Front and Rear























Front and side





The story of Cutty Sark began in 1923, in the heart of Prohibition-era America, when Berry Bros. & Rudd, Britain's oldest wine and spirits merchant, created a new blended Scotch whisky with one goal: to capture the adventurous spirit of those who defied conventions.



### 1923

Cutty Sark was born in London and named after the famous clipper ship, one of the fastest in the world, symbol of speed, freedom and courage on the high seas.



### 1920s-1930s

Cutty Sark quickly became a favorite in the United States, especially during Prohibition, when its smooth taste and refined quality made it a symbol of taste and distinction.



### 1940s-1950s

Its iconic label featuring the clipper ship and the slogan "The Spirit of Adventure" made Cutty Sark one of the most recognizable Scotch whiskies in the world.



### Today

Cutty Sark continues its journey around the world, staying true to its heritage of adventure and quality, offering a smooth, approachable blend enjoyed in over 100 countries.

SINCE  1923

# CUTTY SARK®

— BLENDED SCOTCH WHISKY —















ESTD



1871

# McCALLUM®

— BLENDED SCOTCH WHISKY —

The story of McCallum begins in 1871, when the McCallum family founded their own whisky selection and blending business in Glasgow. Guided by dedication, integrity, and a passion for the craft, they created balanced and refined whiskies, appreciated around the world.



— A TRADITION THAT TRANSCENDS GENERATIONS. —

1871

## 1871 – THE BEGINNING

James McCallum founded his whisky selection and blending business in Glasgow, with the goal of creating superior quality whisky.

McCALLUM

M

&amp; CO.

## LATE 19TH CENTURY

McCallum & Co. grew in reputation and distribution, bringing its whiskies to many countries thanks to consistent quality and the distinctive character of its blends.



## 1920s–1930s

The company invested in the best distilleries in Scotland and in the selection of high-quality oak casks, perfecting the art of blending.



## POST-WAR YEARS

McCallum continued to innovate without forgetting tradition, preserving the family values and dedication to excellence.



## TODAY

McCallum Whisky is enjoyed around the world as a symbol of balance, quality, and Scottish authenticity. A story that continues, sip after sip.



McCALLUM BLENDED SCOTCH WHISKY  
QUALITY. INTEGRITY. TRADITION.























# WATSON'S N°10

— THE SPIRIT OF DUNDEE —

Watson's No. 10 is one of the most historic blended Scotch whiskies, born from the tradition of merchants and distillers of Dundee. A symbol of quality, craftsmanship and the art of blending, it has accompanied over a century of Scottish whisky history.

Created to offer an elegant and affordable whisky, destined for international markets and true lovers of Scotch.



## 1815

James Watson & Co. is founded in Dundee, Scotland. The company is born as a merchant and whisky distiller, quickly earning a solid reputation in the industry.



## LATE 19TH CENTURY

Watson's No. 10 is born. It quickly becomes one of the house's most prestigious labels, appreciated for its smooth and well-balanced style.



## 1896

The company expands its influence. James Watson & Co. controls important distilleries in Scotland, including Glen Ord, contributing to the development of modern blended whisky.



## 1906

The great fire of Dundee. A devastating fire destroys Watson's warehouses containing over a million gallons of alcohol. The event becomes one of Scotland's largest industrial fires.



## TODAY

Watson's No. 10 is a collector's rarity. The historic bottles continue to appear at international auctions, testifying to the legacy of one of the greatest blended Scotch whiskies of the past.

“The art of blending is the art of consistency.”  
— Watson's Tradition



## DID YOU KNOW? ✨

Watson's No. 10 was once considered one of the top blends in the world by James Watson & Co. and was advertised as “Very Fine Old Scotch Whisky”.

## CURIOSITIES



## THE DUNDEE LEGACY

Watson's No. 10 was born in the heart of Dundee, a city that for decades was one of the main commercial centers of Scotch whisky.



## A PIONEER OF BLENDING

James Watson & Co. was among the companies that helped spread the concept of blended Scotch whisky of quality, making it accessible to an international audience.



## A GLOBAL WHISKY

Watson's No. 10 was exported to many international markets, including Italy, becoming an ambassador of Scotch beyond Scotland's borders.



## OVER 200 YEARS OF HISTORY

From the banks of Dundee to international markets, Watson's No. 10 represents an important chapter in the tradition of Scotch whisky: a story made of commerce, innovation and passion for blending.

KEEP POURING.























— FOUNDED —

— 1798 —

# OLD ORKNEY®

SCOTCH WHISKY

The story of Old Orkney is rooted in the remote Orkney Islands, off the northern coast of Scotland.

Here, among wild winds, heather-covered moorlands and traditions passed down through generations, one of the most distinctive characters of Scotch whisky was born.

For over two centuries, the heritage of Orkney has inspired a whisky that captures the true soul of the islands: balance, character and a distinctive note of aromatic peat smoke.

SAME ORIGIN.  
ISLAND CHARACTER.



#### ORIGINS

Born in the remote Orkney Islands, a place where nature shapes every aspect of whisky making.



#### TRADITION

Over two centuries of experience and knowledge passed down from generation to generation.



#### QUALITY

Carefully selected ingredients, local heather-rich peat and careful maturation lend depth and complexity.



#### HERITAGE

A cultural heritage influenced by the Viking history of Orkney and the authentic spirit of the islands.



#### TODAY

Old Orkney continues to represent the essence of Orkney: a land shaped by the sea, the wind and a centuries-old tradition that lives on in every bottle.

OVER 200 YEARS OF TRADITION. THE AUTHENTIC SPIRIT OF ORKNEY.

1798

#### 1798 — THE ORIGINS

In the Orkney Islands, the tradition that would give rise to the famous "Old Orkney" style took shape. In this remote land, the foundations were laid for a production destined to become a symbol of island whisky.



#### 19TH CENTURY

The reputation of Orkney whisky grew steadily. The use of local heather-rich peat and maturation in fine oak casks helped create a unique and recognizable style.



#### EARLY 20TH CENTURY

The name Old Orkney became synonymous with Scottish island identity. The production tradition continued to evolve, maintaining a strong bond with the land and the ancient Norse heritage of Orkney.



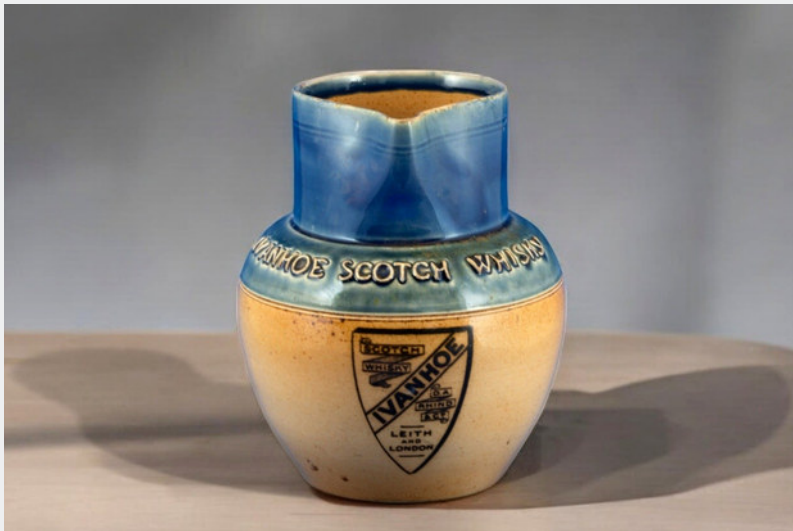
#### 20TH CENTURY

Orkney whisky won international acclaim thanks to its balance of sweetness, honeyed notes, gentle smoke and a maritime character. Its fame spread far beyond Scotland's borders.







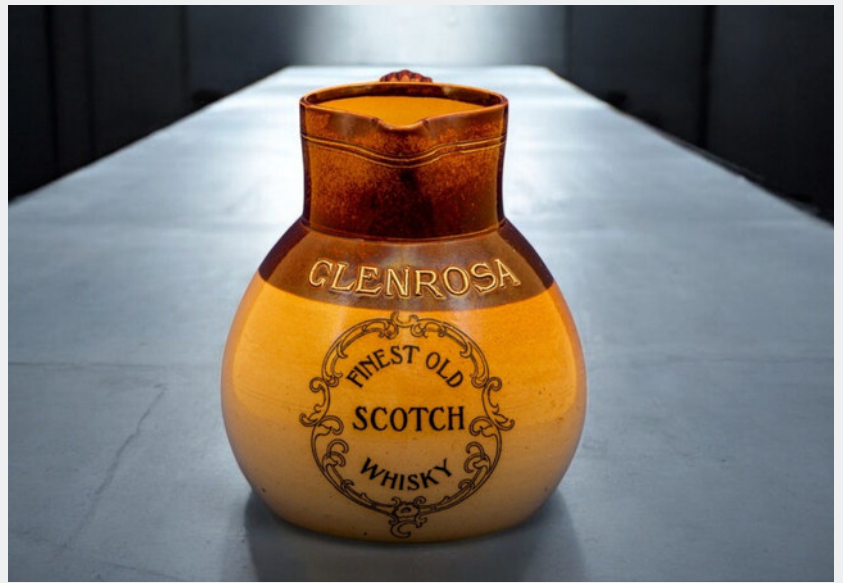




















ESTD

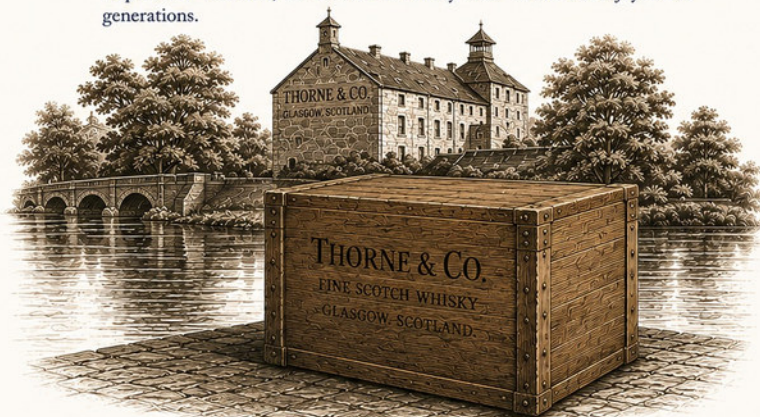


1847

# THORNE'S®

— BLENDED SCOTCH WHISKY —

The story of Thorne's began in 1847, when William Thorne, a visionary blender with a passion for character and balance, established his own whisky house in the heart of Scotland. With dedication to quality and a respect for tradition, he created a whisky that would be enjoyed for generations.



OVER 175 YEARS OF TRADITION. A LEGACY IN EVERY DROP.

1847

1847

William Thorne founded his whisky business in Glasgow, Scotland, with a vision to create blended whisky of exceptional character and consistency.



LATE 1800s

Thorne's gained recognition across the British Empire and beyond for its smooth, well-balanced blends, becoming a trusted name among connoisseurs and merchants alike.



EARLY 1900s

Thorne's was honored with Royal Warrants and numerous awards, a testament to its unwavering commitment to quality and craftsmanship.



MID 1900s

Thorne's continued to innovate while staying true to its heritage, perfecting its blends and expanding its reach to new generations of whisky lovers.

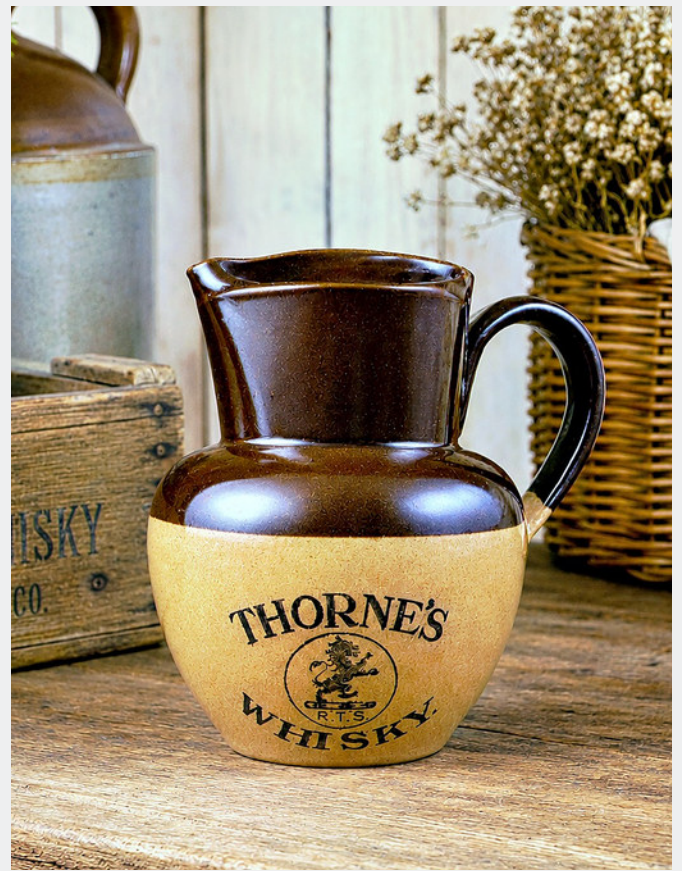


TODAY

Thorne's remains dedicated to the art of blending, combining tradition and innovation to create whiskies that celebrate the past and inspire the future.































# USHER'S

SINCE 1830

— OUR STORY —



**1830**

Andrew Usher establishes his business in Edinburgh, laying the foundations of one of Scotland's most important whisky dynasties.



**1853**

Andrew Usher Jr. creates one of the first modern Scotch Blended Whiskies, skillfully combining malt and grain whiskies to achieve a smooth, balanced and consistent style.



**LATE 19TH CENTURY**

Thanks to the quality of its blends and growing international demand, *Usher's Old Vatted Glenlivet* becomes one of the most appreciated blended Scotches in Europe and beyond.



**20TH CENTURY**

Usher's establishes itself as one of the historic names in Scotch Whisky, helping to spread blended whisky worldwide and strengthening Scotland's reputation as the home of whisky.

“

*“Tradition, balance and innovation  
in every drop.”*

”

Usher's is the symbol of Scottish tradition, the art of blending and the relentless pursuit of excellence that has endured since 1830.

Created for those who value authentic character, quality and the balance that has made Scottish whisky world-renowned.



**DID YOU KNOW?**

Usher's Old Vatted Glenlivet was one of the first blended whiskies to achieve outstanding commercial success, helping to make Blended Scotch the most popular style of whisky in the world.

## CURIOSITIES



### THE FATHER OF BLENDED SCOTCH

Andrew Usher Jr. is considered one of the pioneers of modern Blended Scotch Whisky, a revolution that changed the history of whisky.



### A DISTINCTIVE STYLE

Usher's blends are known for their smooth, harmonious and approachable profile, with notes of honey, malt, dried fruit and a gentle spiciness.



### A WORLDWIDE SUCCESS

Between the late 1800s and the 1900s, Usher's was exported to many countries, becoming one of the best-known Scottish brands on the international stage.

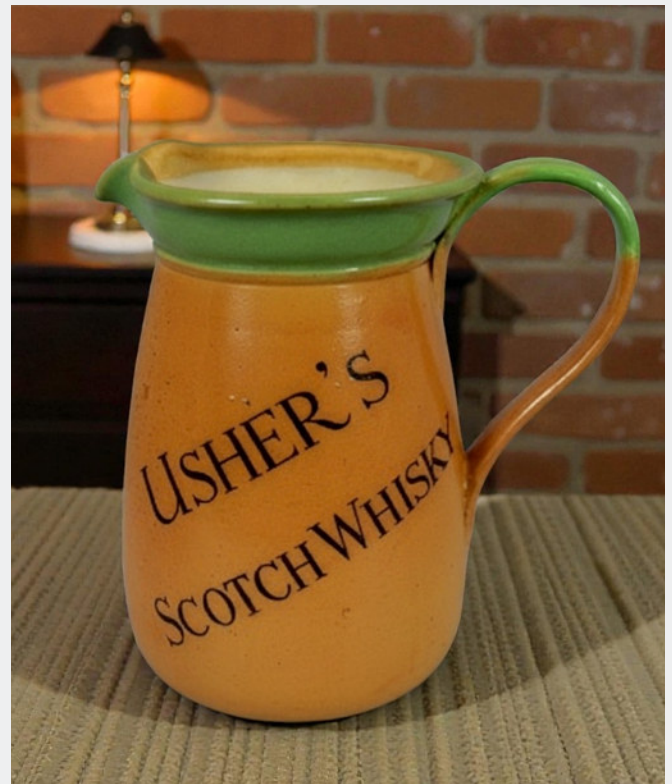


A NAME THAT HAS  
CONTRIBUTED TO WRITING  
THE HISTORY OF SCOTCH.

A whisky with nearly two centuries of history. A legacy of passion, quality and Scottish craftsmanship.

## USHER'S

TRADITION IN EVERY DROP

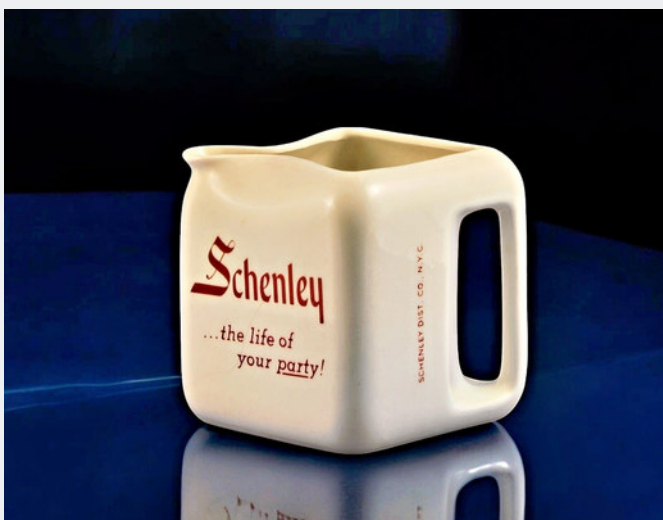






















Front and Rear









*Still Watchers Version*





*Good Spirit Version*

















ESTD 1846

# Dewar's®

— BLENDED SCOTCH WHISKY —  
DOUBLE AGED FOR EXTRA SMOOTHNESS



**1846**

John Dewar & Sons is founded in Perthshire, Scotland, by John Dewar Sr., with a passion for blending Scotch whisky of outstanding quality.



**LATE 1800s**

Dewar's gains worldwide recognition for its smooth and consistent blends, winning awards across Europe and the United States.



**1900s**

Dewar's continues to grow globally, introducing innovations while staying true to the craftsmanship of traditional Scotch blending.



**TODAY**

Dewar's is enjoyed in over 80 countries, remaining one of the most awarded blended Scotch whiskies in the world.

“

*“Smooth as it should be.”*

– Dewar's

”

True Scotch.  
Double aged.  
Extra smooth.  
Enjoyed everywhere.



**DID YOU KNOW?**

Dewar's pioneered the “double aging” process—aging the blended whisky and then aging it again—resulting in exceptional smoothness and harmony.

## CURIOUS FACTS



### DOUBLE AGED FOR EXTRA SMOOTHNESS

Dewar's is double aged for extra smoothness by marrying the finest single malt and grain whiskies, then aging the blend again.



### A LEGACY OF AWARDS

Dewar's whiskies have been recognized with more than 500 medals and awards for quality and excellence.



### WORLDWIDE APPRECIATION

From Edinburgh to Tokyo, from New York to Sydney, Dewar's is enjoyed by whisky lovers around the world.



### OVER 175 YEARS OF CRAFTSMANSHIP

Since 1846, Dewar's has stood for quality, consistency and the pursuit of perfection in every blend.

A whisky with character.

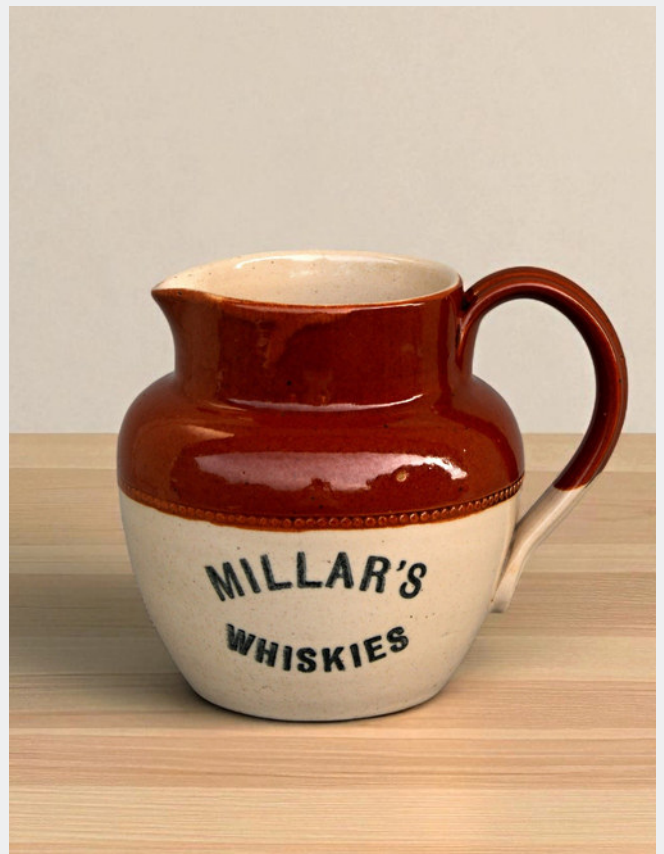
A legacy in every drop.

**ENJOY DEWAR'S.**













Front and Rear







Front and Rear



— KEEP WALKING. —

#### — THE STORY —



**1820**

John Walker opens a small grocery store in Kilmarnock, Scotland.



**1860**

He begins blending different single malts to create a smoother, more consistent and higher quality whisky.



**1909**

Johnnie Walker is born, along with the iconic "Striding Man" logo, symbol of progress and determination.



**TODAY**

Johnnie Walker is sold in over 180 countries and is one of the most awarded Scotch whiskies in the world.

“

*“Success is not the result of one single step, but of the courage to keep going.”*

— John Walker

”



#### DID YOU KNOW? ✨

Johnnie Walker Blue Label is made from whiskies selected from some of the rarest distilleries, some of which no longer exist.



#### CURIOSITIES



##### THE “STRIDING MAN”

The legendary logo is inspired by confidence and the optimism of those who *always* look ahead.



##### A PIONEER OF BLENDING

Johnnie Walker was one of the first to *create a blended* whisky of high quality, setting a style that remains accessible and consistent over time.



##### A GLOBAL WHISKY

From Scotland to Asia, from the Americas to Africa, Johnnie Walker brings people and cultures together under the same motto: *Keep Walking*.



BY APPOINTMENT TO  
HER MAJESTY THE QUEEN  
SCOTCH WHISKY DISTILLERS  
JOHN WALKER & SONS LIMITED, LONDON

For more than 200 years, Johnnie Walker has been walking with the world. One step after another. Always forward.

**KEEP WALKING.**























Front and Rear





PROJECT: BROCCA SCOTCH WHISKY  
MATERIAL: CERAMIC  
DECORATION: TRADITIONAL BLUE  
VIEW: SIDE VIEW  
UNIT: mm





















Front and Rear



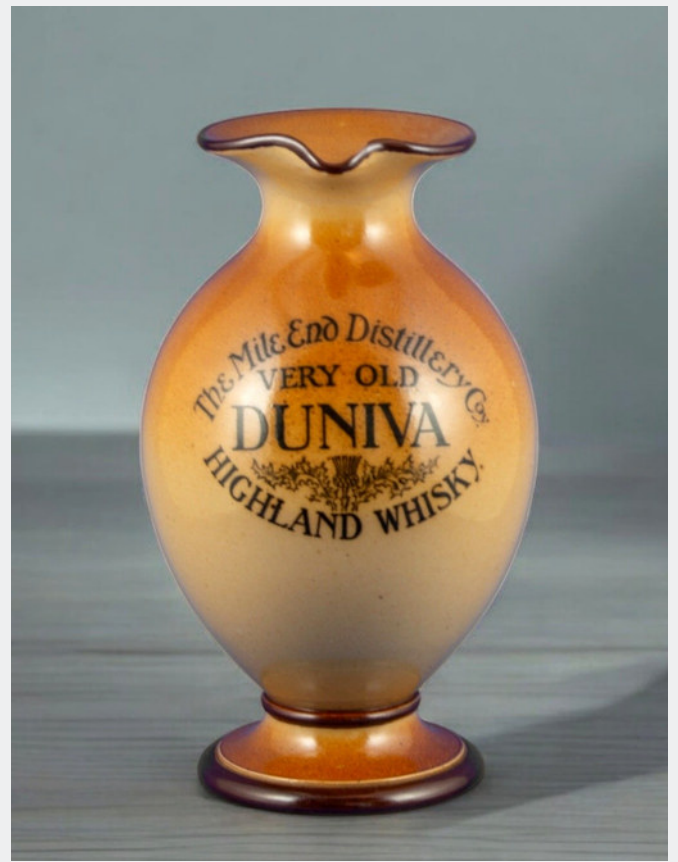














# McNISH

— BLENDED SCOTCH WHISKY —  
TRUE CHARACTER. TIMELESS QUALITY.



**1872**

McNish is founded in Leith, Scotland, by William McNish, a whisky merchant with a vision to create a blend of exceptional harmony and quality.



**EARLY 1900s**

McNish becomes a preferred choice among export markets, especially in Europe and the Americas, earning a reputation for consistency and character.



**1930s**

During a time of global change, McNish continues to thrive, adapting to new tastes while staying true to its Scottish roots.



**1960s**

McNish expands its reach worldwide, becoming a symbol of quality blended Scotch in over 50 countries.



**TODAY**

McNish is crafted with the same dedication as ever—blending tradition and modern expertise to offer a whisky for every occasion.

“

*“A blend is not just made, it is perfectly balanced.”*

— William McNish

”

McNish is a distinguished blended Scotch whisky, crafted with care and character. Born from a passion for balance and tradition, it brings together the finest malt and grain whiskies from across Scotland to deliver a smooth, refined and approachable taste.

Blended to perfection.  
Made to be shared.  
Enjoyed around the world  
for generations.



**DID YOU KNOW?** ✨

McNish was one of the first blended Scotch whiskies to be exported to the United States after Prohibition, introducing its smooth character to a new era of whisky lovers.

## CURIOSITIES



### THE SCOTTISH BLEND

McNish represents the art of blending Scotch whisky, combining expertly selected malt and grain whiskies from Scotland's finest distilleries.



### A HERITAGE OF INDEPENDENCE

As an independent blender, McNish has always had the freedom to choose the best whiskies to create a balanced and authentic taste.



### MADE TO BE SHARED

Whether neat, on the rocks or in a classic cocktail, McNish is designed to be enjoyed with friends, wherever the moment takes you.



### OVER 150 YEARS OF CRAFTSMANSHIP

From Scotland to the world, McNish stands for tradition, quality and the pursuit of perfection in every blend.

A whisky with character.

A legacy in every drop.

**ENJOY McNISH.**



























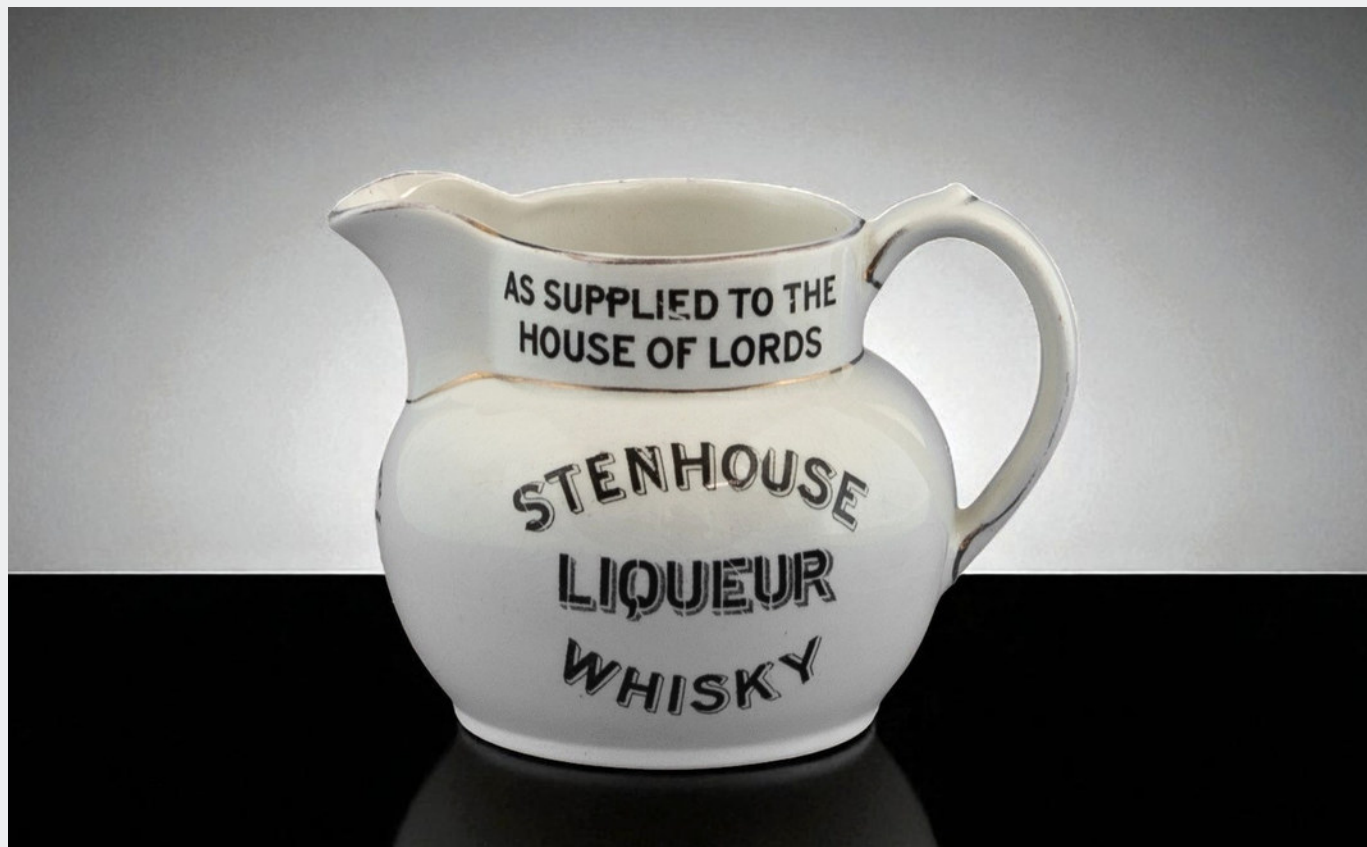








Front and Rear





Front and Rear









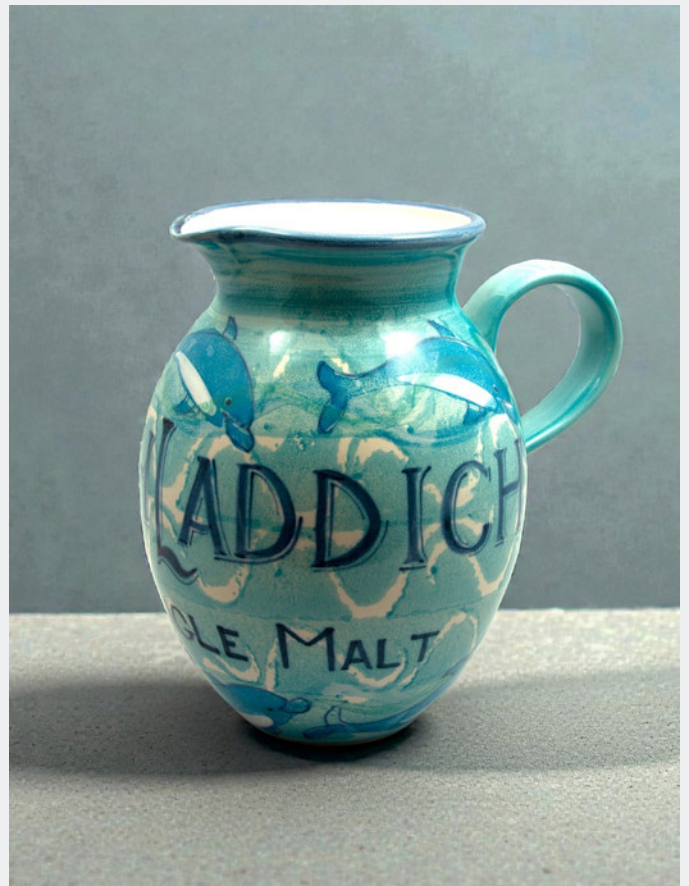












Front and Rear













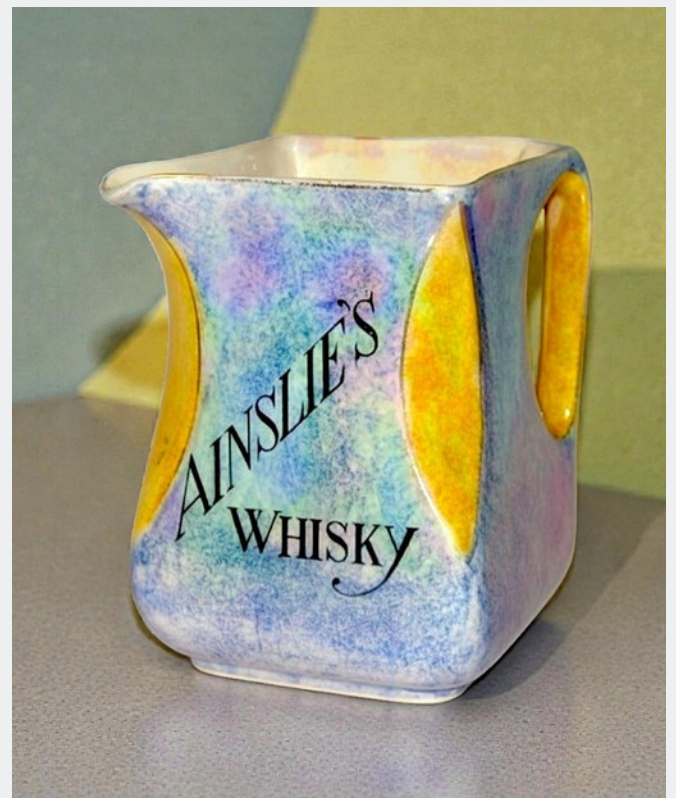






















Front and Rear





Front and Rear













Front and side









Front and Rear



















"Red tongue" version



























Front and side











# Photographic guide to Whisky Water Jugs



"Collecting is the gentle art of preserving history,  
one piece at a time".

[www.whiskyjugs.it](http://www.whiskyjugs.it)