

THE MACALLAN DOUBLE CASK

15 YEARS OLD

THE MACALLAN DOUBLE CASK 15 YEARS OLD FORMS PART OF THE DOUBLE CASK RANGE, WHICH LIES AT THE HEART OF THE MACALLAN'S PORTFOLIO AND SHOWCASES OUR SIGNATURE TASTE, QUALITY AND DEDICATION TO CRAFTING INCOMPARABLE SINGLE MALTS.

A PERFECTLY BALANCED SINGLE MALT WHISKY, MATURED FOR 15 YEARS IN A HARMONIOUS UNION OF SHERRY SEASONED AMERICAN AND EUROPEAN OAK CASKS, IT BOASTS NOTES OF TOFFEE AND FRESH FRUITS - INCLUDING BUTTERSCOTCH, APPLE AND SWEET SPICE.



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PURPOSE

The Macallan Double Cask is a range within The Macallan portfolio providing a prominent, unmistakable sweetness which is attributed to the higher proportion of American oak sherry seasoned casks used for its maturation - a profile which compliments The Macallan's classic characteristics such as rich dried fruits.

CONSUMER FOCUS

- David

WHAT IS THE CONSUMER RATIONALE TO PURCHASE?

- For existing The Macallan drinkers, Double Cask 15 Years Old offers an exceptional aged single malt whisky for fans of The Macallan Double Cask sweet flavour profile, to consume at home or in a bar.

KEY SELLING POINTS

- A perfectly balanced aged single malt matured for 15 years, in sherry seasoned American and European oak casks.
- The whisky is matured in a higher proportion of American oak sherry seasoned casks giving the flavour profile a distinct sweetness associated with toffee and fresh fruits.
- Aligned to the distinctive flavour profile of the Double Cask range, Double Cask 15 boasts notes of butterscotch, apple and sweet spice.
- Naturally derived colour from our exceptional oak casks.

RANGE AND RATIONALE

WHAT IS THE NAME OF THE RANGE?

The Macallan Double Cask

WHY?

The Macallan Double Cask range celebrates the coming together of two styles to bring a unique character to the fore, underpinned by familiar Macallan flavours.

The range has a prominent, unmistakable sweetness which is attributed to the higher proportion of American oak sherry seasoned casks used for maturation. Mastery of this union results in a perfect partnership of both sherry seasoned American and European oak casks that, combined, create a range with extraordinary tasting notes of toffee and fresh fruits.

WHO IS THE COLLABORATION WITH AND WHY?

To bring this exceptional range to life, each expression of Double Cask has been distinctively captured through an artistic collaboration with photographer Erik Madigan Heck. Through a series of images, Erik presents his visual interpretation of the range through the lens of his unique, signature style.

OTHER PRODUCTS IN THE COLLECTION

The Macallan Double Cask 12 Years Old, Double Cask 18 Years Old, and Double Cask 30 Years Old.

WHAT SUPPORT IS BEHIND THE RANGE THIS YEAR?

- A new campaign – *Double Cask by Erik Madigan Heck* – featuring a series of abstract and product images which capture the flavour notes of each expression in the range.
- Retail guidance illustrating how to display Double Cask 15 Years Old in premium retailers.
- Signature serve guidance – *The Sour* with The Macallan Double Cask 15 Years Old.

TASTING NOTES

Colour: Golden butterscotch – 100% natural.

Aroma: Dried fruits and butterscotch with baked apples, balanced with notes of chocolate and smooth oak.

Palate: Sweet raisin and sultana builds with cinnamon and nutmeg, alongside creamy vanilla.

Finish: Medium with lingering oak and spice.

WHISKY INFORMATION

ABV 43%

PRICING

See Edrington pricing guidelines for final RSP.

CHANNEL FOCUS

- The Macallan Spiritual Homes and premium on-trade accounts.
- The Macallan Boutiques and exceptional premium outlets.
- Premium specialist retailers and premium retailers.

For more information on The Macallan, please visit: www.themacallan.com

PORTFOLIO

