

*The*  
**MACALLAN**

A NIGHT ON  
EARTH

—  
THE  
JOURNEY

THE MACALLAN A NIGHT ON EARTH - THE JOURNEY  
IS THE SECOND RELEASE IN THE MACALLAN  
A NIGHT ON EARTH SERIES.

CREATED IN COLLABORATION WITH ACCLAIMED CHINESE  
ARTIST NINI SUM, FEATURING INNOVATIVE MULTI-LAYERED  
PACKAGING INSPIRED BY NEW YEAR, THAT PROVIDES  
AN EXCEPTIONAL UNBOXING EXPERIENCE.



## THE MACALLAN A NIGHT ON EARTH - THE JOURNEY

### PURPOSE

The perfect gift for new whisky consumers.

### CONSUMER FOCUS

**PRIMARY** – Michael and Michelle, who have a passion for luxury brands and have been recruited through impactful product and high visibility.

**SECONDARY** – David, who is actively engaged with the brand and looking to add to their whisky collection.

### WHAT IS THE CONSUMER RATIONALE TO PURCHASE?

The Macallan A Night on Earth – The Journey tells the story of The Macallan's spirit to create a meaningful space for the brand in luxury gifting.

This limited-edition release presents a unique opportunity to acquire an exceptional and highly collectable single malt whisky from The Macallan A Night on Earth series - the ultimate seasonal gift.

### KEY SELLING POINTS

- The Macallan A Night on Earth – The Journey is the second release in The Macallan A Night on Earth series.
- The Macallan has collaborated with acclaimed Chinese mixed-media artist Nini Sum.
- Nini Sum is based in Shanghai and specialises in prints, mixed-media collages and murals.
- The innovative, multi-layered packaging is inspired by New Year, and represents the different stages of the journey to reunite with loved ones during the festive season.
- This limited-edition, no-age-statement expression is created using a perfectly balanced combination of first-fill American ex-bourbon barrels, along with European and American sherry-seasoned oak casks.



### PRODUCT NAME AND RATIONALE

#### WHAT IS THE NAME OF THE RANGE

The Macallan A Night on Earth

#### WHY?

The Macallan A Night on Earth – The Journey captures the feeling of a time you can leave behind the bustling rhythm of life and replace it with a sense of calm, hope and warmth.

#### OTHER PRODUCTS IN THE COLLECTION

The Macallan A Night on Earth In Scotland.

### ASSETS AVAILABLE TO SUPPORT

#### CAMPAIGN ASSETS

- Pack and mood photography
- Campaign film and cutdowns
- Behind-The-Scenes film and cutdowns
- 2D animations for each colour layer
- ICW Nini Sum film
- Unboxing film

#### GIFTING CAMPAIGN ASSETS

*For each gifting occasion\**

*(Diwali, Christmas, New Year's Eve, Lunar New Year):*

- Hero key visual with lifestyle items
- Double Cask range supporting visual
- Pack with perspective supporting visual
- 2D animations for each gifting occasion

*\* Dark market versions also available*

### TASTING NOTES

**Colour:** Sunrise gold

**Nose:** Toasted oak, a creamy steamed rice and coconut milk pudding, citrus fruits, vanilla and oat biscuits.

**Taste:** A burst of effervescent citrus fruits – lemon and lime with sweet creamy vanilla and toasted coconut.

**Finish:** Medium with sweet, toasted oak and vanilla.

### SERVE GUIDANCE

Please refer to Key Serve Guidance.

### WHISKY INFORMATION

**ABV** 43%

**PRICING** \$124 and £108.

### CHANNEL FOCUS

- The Macallan Global Travel Retail Boutiques
- The Macallan Estate Boutique
- The Macallan E-Boutique
- Premium specialist and premium retail outlets

### RELEASE DATE

November 2023.



**For more details on this limited release,  
please visit: [www.themacallan.com](http://www.themacallan.com)**