

THE MACALLAN DOUBLE CASK 30 YEARS OLD

THE MACALLAN DOUBLE CASK 30 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 30 YEARS IN A HARMONIOUS UNION OF SHERRY SEASONED AMERICAN AND EUROPEAN OAK CASKS, IT BOASTS NOTES OF TOFFEE AND FRESH FRUITS - INCLUDING VANILLA, CINNAMON AND ORCHARD FRUITS.



THE MACALLAN DOUBLE CASK 30 YEARS OLD

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, Alexander and James

WHAT IS THE CONSUMER RATIONALE TO PURCHASE?

- For existing The Macallan drinkers, The Macallan Double Cask 30 Years Old is a desirable release which provides the chance to discover the oldest expression in the Double Cask range.
- For new consumers looking for a high-quality aged expression to reward themselves, The Macallan Double Cask 30 Years Old provides an exceptional whisky with a distinct sweetness and is the oldest expression in the range.

KEY SELLING POINTS

- The oldest expression within the Double Cask range.
- A perfectly balanced single malt matured for 30 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 toffee and fresh fruits found in The Macallan Double Cask range, Double Cask 30 boasts exceptional notes including vanilla, cinnamon and orchard fruits.
- Naturally derived colour from our exceptional oak casks.
- The whisky is presented in a luxurious solid oak presentation box.

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 15 Years Old, and Double Cask 18 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 30 Years Old in premium retailers.

TASTING NOTES

A perfect partnership, the sherry seasoned American oak imparts delicate, sweet flavours, while the European oak delivers the subtle and classic style of The Macallan. A very special whisky to be savoured with a rich and complex profile.

Colour: Golden acorn and 100% natural.

Aroma: Fresh honeycomb, sweet toffee, red apple, caramelised figs and vanilla.

Palate: A smooth melody of cinnamon, ginger and nutmeg with Madagascan vanilla, dried fruits and oak.

Finish: Long with sweet oak and hints of vanilla.

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

