

# THE MACALLAN

## SHERRY OAK

### 12 YEARS OLD

THE MACALLAN SHERRY OAK 12 YEARS OLD FORMS PART OF THE SHERRY OAK RANGE, WHICH LIES AT THE HEART OF THE MACALLAN'S PORTFOLIO AND SHOWCASES OUR SIGNATURE TASTE, QUALITY AND DEDICATION TO CRAFTING INCOMPARABLE SINGLE MALTS.

THE RESULT OF MATURATION FOR 12 YEARS IN PREDOMINANTLY EUROPEAN OAK SHERRY SEASONED CASKS FROM JEREZ, SPAIN, IS A WHISKY WITH RICHNESS AND COMPLEXITY BOASTING NOTES OF DRIED FRUITS, GINGER AND OAK SPICE.



# THE MACALLAN SHERRY OAK 12 YEARS OLD

## PURPOSE

The Macallan Sherry Oak range features a series of single malt whiskies which are matured in predominantly European oak sherry seasoned casks from Jerez, Spain, for richness and complexity.

There is higher percentage of European oak sherry seasoned casks used for its maturation than American oak sherry seasoned casks which results in a single malt whisky characterised by notes of ginger and dried fruits.

## CONSUMER FOCUS

- Michael and Michelle

## WHAT IS THE CONSUMER RATIONALE TO PURCHASE?

- Sherry Oak 12 Years Old offers new The Macallan drinkers an exceptional quality whisky with a rich and complex flavour profile to consume at home or in a bar.

## KEY SELLING POINTS

- Matured for 12 years predominantly in European oak sherry seasoned casks from Jerez, Spain.
- The maturation of Sherry Oak 12 Years Old in a higher proportion of European oak sherry seasoned casks than American oak sherry seasoned casks creates a whisky which boasts notes of dried fruits, ginger and oak spice.
- Naturally derived colour from our exceptional oak casks.

## RANGE AND RATIONALE

### WHAT IS THE NAME OF THE RANGE?

The Macallan Sherry Oak

### WHY?

The Macallan Sherry Oak range features a series of single malt whiskies which are matured predominantly in European oak sherry seasoned casks from Jerez, Spain, for richness and complexity.

The Sherry Oak range is matured in a higher percentage of European oak sherry seasoned casks, than American oak sherry seasoned casks, which creates a single malt characterised by tasting notes of ginger and dried fruits, with a depth of flavour that develops through the range.

### WHO IS THE COLLABORATION WITH AND WHY?

To bring this exceptional range to life, each expression of Sherry Oak 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 Sherry Oak 18 Years Old, Sherry Oak 25 Years Old, and Sherry Oak 30 Years Old.

## WHAT SUPPORT IS BEHIND THE RANGE THIS YEAR?

- A new campaign – *Sherry Oak 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 Sherry Oak 12 Years Old in premium retailers.
- Signature serve guidance – *The Cobbler* with The Macallan Sherry Oak 12 Years Old.

## TASTING NOTES

*Colour:* Rich gold – 100% natural.

*Aroma:* Dried fruits, candied citrus peel and oak with notes of ginger and nutmeg.

*Palate:* Raisins and sultanas with ginger syrup, a touch of sweet cinnamon spice and a hint of vanilla.

*Finish:* Long with oak and warming ginger.

## WHISKY INFORMATION

**ABV** 40% - 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](http://www.themacallan.com)**

## PORTFOLIO

