



THE MACALLAN CLASSIC CUT

2023 EDITION



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The seventh release in the limited annual series, Classic Cut 2023 continues the brand's exploration of the flavours an exquisite union of ex-Bourbon American oak and sherry seasoned European oak casks can bring.

The corresponding creative campaign for this year's release will spotlight the different flavours that are highlighted when the whisky is savoured at full strength (50.3% ABV), as well as when it is 'cut' with water to 40% ABV. Both strengths have been carefully selected by the Whisky Maker, Diane Stuart, for this sensorial journey.

CONSUMER FOCUS

- Recruiting Michael and Michelle, by offering the opportunity to trade up from The Macallan Double Cask 12 Years Old.
- Tempting our existing consumer, David, with new flavour experiences.

WHAT IS THE CONSUMER RATIONALE TO PURCHASE?

The Classic Cut series continues to provide consumers with the opportunity to discover new and unusual flavour experiences from The Macallan. Something that the Classic Cut range has become well-known for.

KEY SELLING POINTS

- The seventh edition in the annual release series. The whisky profile changes with each release, providing a unique flavour experience to discover every year.
- This year's release is bottled at 50.3% ABV - selected by the Whisky Maker as the optimal strength to pull out the key characteristics of this expression.
- At full strength (50.3% ABV) pear is the prominent character to be discovered. When the whisky is 'cut' to 40% ABV, by adding water, flavours of almond biscotti come to the fore.

TASTING NOTES

Colour: Golden barley.

Aroma: Elegant fragrance of pears and elderflower with light almond notes and rich vanilla pod.

Palate: Sweet and creamy vanilla, juicy pears and lemon peel with delicate oak.

Finish: Medium with sweet oak and almond biscotti.

WHISKY INFORMATION

ABV 50.3%

LEAD WHISKY MAKER Diane Stuart

PRICING \$140 / £122 / €140

CHANNEL FOCUS

- The Macallan boutiques.
- Premium specialist and non-specialist retail outlets.
- Exceptional premium and influential premium on-trade accounts.
- Specialist e-commerce retailers.

RANGE AND RATIONALE

WHAT IS THE NAME OF THE RANGE?

Classic Cut.

WHY?

This annual release series features whiskies with unique character, as a result of the selected cask profile. This demonstrates The Macallan's continuous quest to seek bold new flavours within the range.

OTHER PRODUCTS IN THE COLLECTION

The Macallan Classic Cut 2023 is the seventh release in the limited annual series.

WHAT GLOBAL SUPPORT IS BEHIND THIS LAUNCH?

- A digitally led campaign aimed at owned audiences.

ASSETS TO SUPPORT THE RANGE IN MARKET

- Product key visual, campaign photography and video assets exploring the flavour journey.
- Standard pack and mood photography.
- Updated retail guidance.
- Paid social recommendations for level 1 and 2 markets.
- Updated Q&A.

For more information on the Classic Cut series, please visit: www.themacallan.com

