

THE MACALLAN RARE CASK

2023 RELEASE

THE MACALLAN RARE CASK IS A DISTINCTIVE SINGLE MALT WHISKY CRAFTED FROM UNIQUE OAK CASKS WHICH EXHIBIT AN INTENSE SWEET RAISIN FLAVOUR PROFILE AND AN INCREDIBLE, RICH, SMOOTH COMPLEXITY. THESE HAND SELECTED CASKS ARE A RARE AND SPECIAL DISCOVERY.



The **MACALLAN**



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PURPOSE

An indulgent single malt experience at home or in a bar or as an exceptional whisky gift.

CONSUMER FOCUS

- David

WHAT IS THE CONSUMER RATIONALE TO PURCHASE?

The Macallan Rare Cask is the pinnacle of the core range and offers a desirable release for new and established consumers seeking an indulgent whisky experience.



KEY SELLING POINTS

- Matured in the finest and rarest sherry seasoned oak casks to deliver The Macallan's full-bodied character.
- Crafted only from casks which exhibit a rich depth of natural colour, a distinctive sweet raisin flavour and a rich, velvety smooth mouthfeel.
- Annual release statement and presentation box drives collectability and gifting.
- Deep red presentation box echoes natural colour of the whisky and features unique front opening design to showcase decanter within.



RANGE AND RATIONALE

WHAT IS THE NAME OF THE RANGE?

The Macallan Rare Cask

WHY?

The Macallan Rare Cask is crafted from the finest and rarest sherry seasoned oak casks, unearthed by the Whisky Mastery Team in their quest to seek out the extraordinary. This single malt whisky reveals the art and science of the Whisky Maker in selecting the unique oak casks that exhibit a distinctive and complex flavour profile.

OTHER PRODUCTS IN THE COLLECTION

Rare Cask is an annual release series.

ASSETS AVAILABLE TO SUPPORT

- High-quality pack and mood photography
- Q&A



TASTING NOTES

A multifaceted single malt displaying an intense sweet raisin note and a rich, velvety smooth mouthfeel and complexity to provide an indulgent and highly sensorial whisky experience.

Colour: Ruby mahogany.

Nose: Soft notes of vanilla with rich raisin, followed by a sweet fusion of fresh apple, lemon and orange.

Palate: An intense sweet raisin dominates before giving way to vanilla and dark chocolate, with layers of light citrus zest.

Finish: Long, rich and velvety.

RARE CASK SERVE

Serve neat, with a dash of water or over an ice ball.

WHISKY INFORMATION

ABV 43%

PRICING See Edrington pricing guidelines for final RSP.

CHANNEL FOCUS

- Spiritual Homes and Exceptional
- Premium outlets for on premise
- Premium Specialists for off premise.

For more information on the brand, please visit: www.themacallan.com

