



The MACALLAN®

HIGHLAND SINGLE MALT
SCOTCH WHISKY

EXCEPTIONAL SINGLE CASK

Imagine yourself stepping into the secluded world of The Macallan Whisky Makers. Laid out on the legendary whisky making bench is a stunning array of Macallan whiskies sampled straight from the cask.

This is where the story of The Macallan Exceptional Single Cask begins...

PRODUCT FEATURES

- This range takes consumers on a journey to the Whisky Makers' bench at the heart of The Macallan Estate.
- Each year a small number of casks will be identified by our Whisky Makers to add to the Exceptional Single Cask range.
- A range of non-chill filtered, natural cask strength whiskies ranging from 12 to more than 20 years old.

KEY SELLING POINTS

- Exceptional whiskies selected exclusively by The Macallan Whisky Makers.
- Single Cask releases, with an extremely limited number of bottles per cask.
- Bottled at cask strength and non-chill filtered for a most authentic whisky experience.
- An affordable indulgence or special gift.
- Constantly refreshed range provides continued attractiveness for those who enjoy or those who collect.



EXCEPTIONAL SINGLE CASK

2018/ESH - 14369/11

CASK NUMBER:

> 14369

YEAR OF DISTILLATION:

> 1997

FILLING DATE:

> 13 October 1997

DATE SELECTED:

> 6 July 2018

BOTTLING DATE:

> 27 November 2018

CASK TYPE:

> European Oak 1st Fill Sherry Hogshead

CASK STRENGTH ABV%:

> 52.3%

WHISKY MAKER:

> Steven Bremner

CASK OUTTURN (LIMITED N° OF BOTTLES):

> 228

LIMITED MARKET RELEASE (BOTTLES):

>

TASTING NOTES:

> **NOSE:** Rich fig, toffee apple, polished oak, ginger & cinnamon.

TASTE: Impressively balanced with sweet oak, warm ginger, nutmeg, cinnamon and toffee apple.

FINISH: Long lasting oak spices turning to caramel and apple, balanced and fresh.

TIMING:

> The Macallan ESC range was launched in late 2017 with further single cask whiskies to be released on an Annual basis.

TARGET CONSUMER:

- > Affluent, success driven, sophisticated and influential.
- > Connoisseurs, collectors and whisky enthusiasts.
- > Interested in unique whiskies – either the taste experience or for the addition to a collection.

RECOMMENDED RETAIL PRICING:

- > **Global Benchmark (700ml): US\$ 250 to over US\$ 1,000**

TARGET DISTRIBUTION:

- > **Outlet Segment:** Premium to Exclusive.
- > **On-Premise Focus:** Hotel, Lounge, Casino, Fine Dining, Whisky Bar, Members Clubs.
- > **Off-Premise Focus:** Independent and Specialist Liquor Stores, Exclusive Retailers.
- > **Visibility:** Prominent on back bar and eye-level on retail shelves. Highlighted in retail catalogues and bar menus.



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