

FOOD AND BEVERAGE

## Bonhams chooses Macallan for premiere digital exclusive whisky sale

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*Lot from Bonham's online-only whisky sale*

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By STAFF REPORTS

Auction house Bonhams' Hong Kong saleroom is hosting the company's first online-only auction of whiskies.

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From Feb. 17 to March 10, consumers will be able to bid on more than 70 vintage lots from Scotch whisky maker The Macallan. Auctioneers are increasingly turning to online channels to sell to collectors, opening up their sales to a wider audience of international bidders.

### Bidding for bottles

Bonhams' sale includes Macallan vintages from the 1940s to the 1980s.

One lot features 33 bottles, one for each year from 1954 to 1986. This set is estimated between \$71,000 to \$90,000.

Another highlight is a limited-edition set spanning the eight decades of Sir Peter Blake's life. This box, made for the artist's 80th birthday, includes illustrations and a book about his story.



### *The Macallan 8 Decades - Sir Peter Blake*

A Macallan 1945 has an estimate of \$7,700 to \$10,000, while a Macallan Selected Reserve from 1946 is estimated between \$9,700 and \$12,000.

"We are very excited about this new sale the first online-only whisky sale for Bonhams worldwide," said Daniel Lam, Bonhams head of wine & whisky in Hong Kong. "We opted to sell bottles from one distillery only and in The Macallan I think we have chosen the best.

"I believe both the selection, and this innovative way of selling whisky at auction, will have broad appeal among whisky collectors."

Other collectors items have been sold by auctioneers online, as consumers get more comfortable buying remotely.

For instance, online auction house Auctionata/Paddle8 launched a live shopping program dedicated to collecting fine timepieces.

The program, "Collecting for Tomorrow" was hosted by aBlogtoWatch founder and horology expert Ariel Adams and discussed modern watch collection, timepiece appreciation and interview industry and enthusiast guests. Collecting for Tomorrow ran on Auctionata's Web site as well as Facebook Live ([see story](#)).

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