

FOOD AND BEVERAGE

The Macallan unbottles Scotch whiskies' elements via AR app

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The Macallan AR app is available for Apple iOS11 devices. Image credit: The Macallan

By STAFF REPORTS

Scottish distiller The Macallan has developed an immersive augmented reality application to educate consumers on the differences between two distinct whiskies.

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By using The Macallan AR app, consumers will learn what differentiates the distiller's Sherry Oak 12 Years Old and the Double Cask 12 Years Old, an experience likely to be enjoyed by both experienced and novice Scotch enthusiasts. Augmented reality's use has been explored in a variety of industry sectors, most often as a teaching tool that heightens experience through interaction.

Scotch whisky in an app

The Macallan AR app launches the guided experience when pointed at a bottle of The Macallan, either the Sherry Oak 12 Years Old or Double Cask 12 Years Old. The app is only available for Apple devices with iOS11.

Narrated by national brand ambassador Kieron Elliott, the app begins by peering through virtual windows to show forests of European and American oak trees. The starting point explains the distinct oak casks The Macallan uses to age its Scotch whiskies and how those woods bring out flavors such as cinnamon, fruit and honeycomb.



The Macallan tasting notes with the AR app. Image credit: The Macallan

By moving the device around his surroundings, the user can see visuals from any angle and perspective to distinguish between the two Scotch whiskies.

The Macallan developed the **AR experience** with Apple's iOS11 ARKit, joining a small group of luxury brands to use the AR toolkit since its launch ([see story](#)).

"The Macallan is always at the forefront of innovation, tirelessly seeking the best ways to connect with our technologically-savvy audience," said Raul Gonzalez, vice president of marketing and business development at The Macallan, in a statement.

To promote the augmented reality-powered experience, The Macallan hosted an interactive event Oct. 17 at event space The Hole in New York.

Attendees visiting the The Macallan Gallery 12 explored the differences between the featured Scotch whiskies through content powered by Microsoft's HoloLens. Guests were able to engage with digital content and interact with holograms during the event.



The Macallan Gallery 12 guests wearing Microsoft HoloLens. Image credit: The Macallan

The Macallan is one of the first spirits brands to use Microsoft's self-contained holographic computer.

"As we have used virtual reality in the past, using AR in Gallery 12 was a natural next step in bringing the two stories of our core 12 Year Old expression to life," Mr. Gonzalez said. "It's an innovative and fun way to have drinkers learn about and enjoy both 12 Year Old whiskies."

Throughout the fall, The Macallan Gallery 12 will make stops in Miami, Chicago, Houston and San Francisco.

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