

FOOD AND BEVERAGE

The Macallan collaborates with Sir Peter Blake for new collection

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The Macallan partners with Sir Peter Blake for "The Anecdotes of Ages Collection." Image courtesy of Mary McCartney for The Macallan

By LUXURY DAILY NEWS SERVICE

Scottish whisky maker The Macallan is collaborating with artist Sir Peter Blake to launch "The Anecdotes of Ages Collection," which celebrates the legacies of both the artist and brand.

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The collection features 13 unique bottles of whisky, featuring the colorful style of Sir Blake with each label sporting its own original collage created by the artist. The whisky maker and artist have been collaborating for more than three decades.

"I am deeply inspired by the incredible legacy of The Macallan, and its emphasis on family, tradition, and the natural world," said Sir Peter Blake. "Each collage in The Anecdotes of Ages Collection is inspired by The Macallan's history and heritage, one that respects time and craft, two essential components of my own creative process.

"I meticulously worked on each collage, pulling from The Macallan Estate's rich history to complete a collection that is a celebration of art and whisky," he said.

Art in every bottle

The Anecdotes of Ages Collection will be presented in a handcrafted European oak case which will include photography illustrating the shared history between Sir Peter Blake and the brand.

The case also includes a leather-bound book that features the 13 disparate labels and a certificate of authenticity.

The original 13th bottle will be retained in The Macallan archive, but the same rare 1967 whisky featuring a duplicate label will be released as The Anecdotes of Ages Collection: Down to Work Limited Edition. Only 322 bottles will be available worldwide priced at \$83,000.



Consumers can enjoy new campaign with The Macallan Anecdotes of Ages Virtual Art Exhibit. Image courtesy of The Macallan

Consumers can enjoy a virtual exploration of the new campaign with [The Anecdotes of Ages virtual art exhibit](#). The exhibit features Sir Peter Blake discussing his famous style and the inspiration behind the collages he created for this collection.

The Macallan often hosts events, both virtual and live, to promote special releases or milestone.

In 2018, The Macallan opened a temporary interactive experience to celebrate the opening of its new distillery, allowing fans to go on a virtual journey that appeals to all five senses.

"The Macallan Distillery Experience" took place in New York and used panoramic video and sensory technology to transport guests to the Scottish countryside. For whisky fans who were unable to attend, The Macallan Distillery Experience was also available online, via social media and with a VR headset available at select liquor stores, bars and restaurants ([see story](#)).

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