

FOOD AND BEVERAGE

## The Macallan celebrates Father's Day with unique culinary class

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*The Macallan is celebrating Father's Day with a virtual culinary event. Image courtesy of The Macallan*

By LUXURY DAILY NEWS SERVICE

Scottish whisky maker The Macallan is toasting to father figures with a special culinary experience.

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For Father's Day, [The Macallan](#) is partnering with online spirits retailer [ReserveBar](#) and [The James Beard Foundation](#) to offer clients the chance to win an exclusive, virtual experience hosted by a world-class chef. Consumers joining "Cask To Kitchen: The Macallan Culinary Master Class" will learn how to create elevated food and whisky pairings at home.

### Cask to Kitchen

The virtual culinary experience will be hosted by a James Beard-recognized chef and The Macallan. The whisky maker introduced virtual events last year in the wake of the pandemic.

To receive an invitation, consumers must purchase a whiskey, aged 12 to 18 years, from [The Macallan shop](#) on ReserveBar. Attendance is capped to the first 100 registrants.



*MasterClass attendees will learn about upscale, at-home food and whisky pairings. Image courtesy of The Macallan*

Attendees will also receive access to The Macallan Culinary Pairing ebook, which was curated by the whiskey maker and world-renowned chefs.

Through June 19, ReserveBar will also be offering free shipping on every purchase of The Macallan. Thirty percent of The Macallan proceeds from ReserveBar orders will be donated to The James Beard Foundation's Open For Good campaign, which provides critical resources and funding to independent culinary establishments amid COVID-19.

Consumers are encouraged to place The Macallan orders by June 14 to guarantee delivery by Father's Day.

In February, The Macallan collaborated with artist Sir Peter Blake to launch "The Anecdotes of Ages Collection," which celebrated the legacies of both the artist and brand.

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 ([see story](#)).

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