

FOOD AND BEVERAGE

The Macallan toasts to nature in illustrative campaign

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The Macallan continues to tout its sustainability pedigree. Image credit: The Macallan

By SARAH RAMIREZ

Scottish whisky maker The Macallan is exploring its close ties with nature in a new vignette.

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"Nurtured By Nature" explains how The Macallan remains mindful of nature and sustainability throughout the whisky-making process. The house also looks to inspire tastemakers to honor nature through their own whisky rituals.

"Macallan teaches us that sustainability has always been integral to its brand, repositioning all others as followers," said Chris Ramey, CEO of [Affluent Insights](#), Palm Beach.

"Sustainability is particularly important to the affluent," he said. "Its importance transcends all categories."

Nature's alchemy

A rapid animation of botanical sketches serves an introduction to the film, before transitioning into a live action shot of The Macallan Estate in northeast Scotland.

"Follow us into the wilds, where our rituals derive," a man says in a voiceover. "We are custodians of the land, nurturing nature with every step."

The Macallan encourages consumers to find inspiration from nature

A series of close-up shots show blades of grass, tree bark, streams and herbs. A man is seen snipping pieces of herbs such as rosemary and inhaling the scent.

The man, who appears to be a blender, continues scavenging the grounds for more resources before walking to the Easter Elchies House. This manor is where Alexander Reid, The Macallan's founder, established the first licensed distillery on the site.

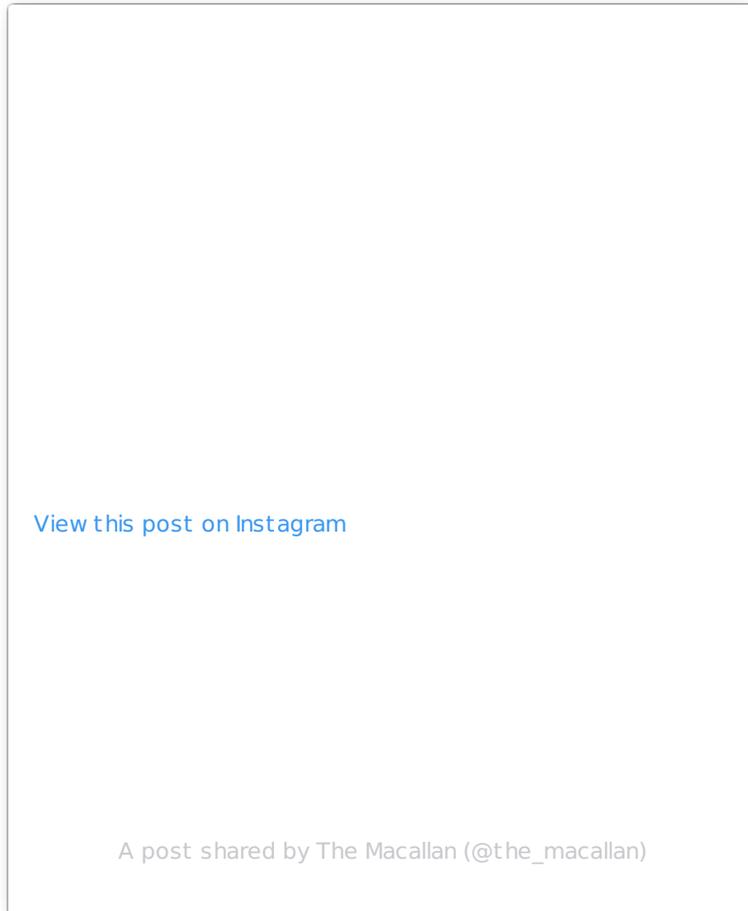
A younger man is then shown participating in the same ritual, filling his own metal basket with natural ingredients and materials. A city skyline in the background and train tracks establish that he is exploring somewhere beyond The Macallan Estate, echoing the film's narrator.

"Venture outside the ordinary," the narrator says. "From our place to yours, you are the custodian of your land."

Another series of sketches transitions the scene to The Macallan tasting room.

A woman inhales the scent of some fresh herbs at the bar, eventually pairing her glass of whisky with sparkling water infused with the Estate's fresh flavors.

The film ends with the young man practicing the same steps in his own home, sitting down with his own personalized pairing of The Macallan served neat and infused sparkling water.



The Macallan captures the flavors of the Estate in a new way

The whisky house offers an "inspirational" guide for those who want to enjoy this ritual firsthand.

The Macallan recommends adding responsibly sourced ingredients to an infusion bottle with sparkling water. Sips of this infused water should be alternated with sips of The Macallan Rare Cask or Double Cask 12 Years Old, served neat, to enhance the flavors of both.

Nurturing The Macallan legacy

Recent efforts from The Macallan have focused on the house's heritage and sustainability work.

"The Red Collection" campaign film taps two women who work at The Macallan to explain the whisky maker's legacy: master whisky maker Kirsteen Campbell and lead whisky maker Sarah Burgess. These limited-edition expressions were distilled several decades ago, and have been maturing in The Macallan's oak casks for generations ([see story](#)).

In July, The Macallan announced its new collaboration with British automaker Bentley Motors to create immersive experiences and initiatives that reflect both classic luxury and innovation.

The partnership will focus on a set of core areas including the brands' shared journey to carbon neutrality, research into the sourcing of sustainable materials and working together to identify and share sustainable, local suppliers. A vignette highlighting the collaboration features two narrators explaining the ethos overlap of both Bentley and The Macallan ([see story](#)).

"Connoisseurs explore and dissect differences to find commonality among their best prospects and respective brands," Mr. Ramey said. "This is the basis for collaborations as a pillar of luxury."

"Bentley's goal to become the global leader in sustainable luxury mobility' mirrors Macallan's ethos," he said. "The matching granularity reinforces each brands' initiatives."

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